



Weekly Email Framework

WHY EMAIL...

When it comes to information, email is king. Strategically using email keeps your church informed and connected. Our email strategy is to do both.

SENDING FREQUENCY

Weekly on Monday or Tuesday.

NOTES FOR SUCCESS

- Send the email from the Lead Pastor. You can use an “info@” email but use the Lead Pastor’s name.
- Use an email application with a good visual design for consistency.

BODY FORMAT

1. CHURCH LOGO
2. SECTION 1: VISION

The lead pastor should write a short statement (two - three sentences) sharing the vision from Sunday or about the church.

Example: “One of my favorite things about church is seeing new guests walk through the doors every week. You consistently invite your friends, and we’re all working every week to ensure they love their experience and want to return. Thanks for helping make our church amazing and inviting your friends to experience it.”

3. SECTION 2: CELEBRATION

Think of this as an ‘In Case You Missed It’ segment.

Example: “What a great Sunday we experienced at Beach Church. If you missed our baptism celebrations, make sure you watch the replay link online [here](#).”



NOTE: Include one or two pictures when possible.

4. SECTION 3: CTA

Every Sunday there should be some type of next step offered. Reiterate that opportunity here.

Example: “HELP MAKE KID’S CAMP A SUCCESS: On Sunday, we asked everyone to give \$4 to help support our June Kid’s Camp. As you know, half of our campers will be from non-churched families. Your support helps us create the best environment possible. And it keeps the event FREE for families! You can give here today if you missed the opportunity on Sunday.”

5. SECTION 4: INFORMATION AND UPCOMING EVENTS

Finally, display in a simple, bulleted list events and programs coming soon with links for more information.