

10 Top Tips to Raise the Volume on your Invitation

1. Plan early

Look out for media enthusiasts in your parishes. Take the opportunities provided by 'welcome workshop' training to cement the idea that media is part of the deal.

2. Publicise

Look out for good stories of people who came back and stayed. Communicate through as many communication channels as possible – eg diocesan magazines, electronic updates and website. Tell your stories at 'welcome workshop' training to help bring the idea alive.

3. There are two media highspots: one about two weeks before Back to Church Sunday when you launch the idea. The other is the day itself.

4. Be imaginative

create photo opportunities for the launch week. The more colourful and whacky the better. What great diocesan venture could you use to profile back to church Sunday? Brainstorm with regional communications staff and the London comms office so you can coordinate media activity.

5. Not just bishops

Children and young people tell fresh stories

of church. Faces sell newspapers & boost TV viewing! Why not bring in those people you identified at stage 1 to help you by telling their story?

6. But bishops are important

Book dates early in their diaries and watch for date clashes. Especially keep your bishop available for the day itself for morning radio and ideally in a church that's doing Back to Church Sunday.

7. Plan events at more than one location to cover breadth of media across the diocese.

8. Timing media calls: go for mornings to get into lunchtime bulletins and tea-time news.

9. Support your parishes in their media work by providing a draft press release on your website for parishes to use as a template where they are.

10. After Back to Church Sunday: you are keen to know how many people came back (through clergy evaluations) for an 'aftermath' media release.

Thanks to Southwell Diocese.

BacktoChurchSunday



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