

# The Business of Church

One of the realities of the church today is that the pastor is the “face” of the church in the public eye. It’s not the way it’s supposed to be, but that’s the way it works in real life. And so, most pastors I know carry business cards wherever they go because, as representatives of the church, they are ostensibly always networking. You just never know who you’re going to meet or where a random conversation may lead and sharing your business card leaves open the opportunity for further conversation.

If the pastor is the *only* face of your church, then your church isn’t going to have much reach. A pastor can only do so much (hence the need for this book!). The reality is, *you’re* the face of your church to your spheres of influence within the community. Like your pastor, wherever you go you have the opportunity to network and connect with pretty much everyone you meet. Therefore, it’s important that you have some sort of church business card you can hand to someone to invite further conversation and to communicate information about your church to them.

You don’t have to be independently wealthy, a computer whiz, or an artist to design and print an economical and effective church business card. Online companies like PaperDirect.com and VistaPrint.com provide attractive templates that you can easily modify to suit your personality, to give others the basic information about your church, as well as to make a lasting impression. (And don’t overlook your local print shop – shopping local is a great way to expand your network as well as to support your neighbors!)

Below is an image from VistaPrint of a card I put together in less than ten minutes. Notice what’s on the card:

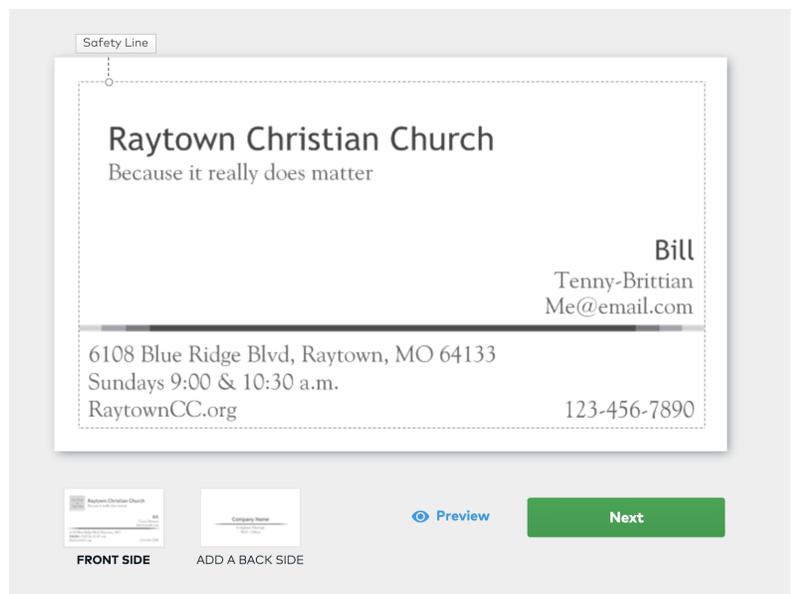
Most prominent is the name of the church.

I added a bit of a cryptic slogan in order to encourage conversation (“Because *what* matters?!”).

I included my name and my email address. However, you may have noticed that I didn’t put my “position” in the church. I’ve seen cards that say “Member,” but I think it looks strained (and a bit strange as well).

I included the address of the church and the day/times of the worship services.

I included the church’s phone number and the website’s URL. It’s been suggested that



upwards of 95 percent of your visitors will check out the church's website *before* they decide whether or not to come to worship, hence it's very important to include the church's URL.

One note ... I don't recommend putting anything on the back of the card for a couple of reasons. First, it jacks up the cost of the card. But second, if the back's blank it leaves you space for leaving a note, adding your cell phone number, or giving directions.

Finally, I recommend getting gloss finish – it may or may not cost extra, depending on the design you choose. I've found that the ink on the matt finish is pretty easily rubbed off, making the card a lot less attractive. I haven't had that problem with glossy cards.

At the time of this writing, I could order the above cards in gloss for \$20 for 500 cards. That's a lot of cards for a very inexpensive cost. Although you church office might be able to make you cards and print them on cardstock, the fact is your office staff has plenty enough on their plates. Do them, and your church, a favor by getting them yourself.

You may be wondering how having cards will grow your church. The answer is that if you carry them and hand them out to people you meet, you'll have had an opportunity to share at least something about your congregation to a potential visitor. And besides, throughout this book you're going to read a number of tools that are seriously enhanced by leaving your church business card.