

“Brother, where am I?” Church Location and Identity

To be effective as a church and to be a positive witness in our communities people need to know where we are and how to find us. Once they locate our building or place of worship they need to find it attractive.

ATTRACTING THE COMMUNITY

1. How does the community find your church?
 - a. Yellow Pages/Thompsons.
 - b. Police/Library/University-hospital chaplaincy/Local council.
 - c. Websites: local church/www.adventist.org.uk/local directories, churches together etc.
 - d. Placement in local papers, listings etc.
 - e. Street signage.
 - f. Identifying place of worship.

2. What attracts the community to come into your church?
 - a. Attractive signage.
 - b. Easy access.
 - c. Tidy exterior.
 - d. Genuine welcome.
 - e. Clean and well maintained building.
 - f. Open, accepting and friendly members.

3. What encourages them to stay?
 - a. Warmth!
 - b. Understandable worship.
 - c. Genuine friendship.
 - d. Food and drink.

CHURCH NOTICE BOARDS

Here are some tips for making your notice board attractive and welcoming:

1. Place it in a good, visible location.
2. Keep it well maintained.
3. Use the corporate church logo.
4. Write it in plain English.
5. Keep it up-to-date.
6. Ensure there are appropriate contact details.

Way-side pulpits are another good way of giving a good identity for your church:

1. Ensure they are in a visible position and large enough to be seen.
2. Try to appeal to a broad range of the public.
3. Use bright, vibrant colours.
4. Write in plain English.