

Monthly Church Newsletter SOP

Purpose

To communicate vision, celebrate what God is doing, and unify the church body through a consistent, pastoral, and informative monthly newsletter sent to all members.

The monthly newsletter focuses on **vision, stories, and direction**, complementing (not duplicating) the weekly newsletter.

Primary Goals

- Cast vision and provide pastoral leadership
 - Celebrate ministry impact and testimonies
 - Help members plan for the upcoming month
 - Invite deeper discipleship and engagement
 - Build trust through transparency and gratitude
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Ownership & Roles

Newsletter Owner (Primary): Communications Director

Primary Contributor: Lead Pastor

Contributors: Ministry Leads, Finance/Admin (as needed)

Final Approval: Lead Pastor and designated Lead Team Owner (Ex. Creative Pastor)

Distribution

- **Audience:** All church members
 - **Frequency:** Monthly
 - **Delivery Method:** Email (primary), website archive (optional)
 - **Send Window:** Second week of each month
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Standard Monthly Newsletter Structure

1. Pastoral Letter / Vision Reflection

Owner: Lead Pastor

- Scripture-based encouragement
 - Reflection on the past month
 - Vision and spiritual focus for the upcoming month
 - **Length:** 300–500 words
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2. Ministry Highlights & Wins

Owner: Communications Director (submitted by Ministry Leads)

- 3–5 short highlights or testimonies
 - Examples: baptisms, outreach impact, youth/kids milestones, prayer or worship moments
 - Include photos when available
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3. Upcoming Month at a Glance (Next 30 days)

Owner: Communications Director

- Key events and services for the next 4–6 weeks
 - Brief descriptions only
 - No full calendar listings
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4. Ministry Spotlight (FMCS, CAA, MDO, ESPANOL)

Owner: Ministry Lead / Communications Director

- Feature one ministry per month
 - Include purpose, who it serves, and how to get involved
 - Quote from a leader or volunteer encouraged
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5. Discipleship & Next Steps

Owner: Discipleship or Admin Lead

- Connect groups
- Serving opportunities
- Membership or baptism classes

- Prayer or formation opportunities
 - Clear calls to action
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6. Financial & Impact Update

Owner: CFO or Admin Lead

- Brief generosity update
 - Gratitude-focused language
 - Story of impact made possible through giving
 - No pressure-based messaging
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7. Prayer Focus for the Month (Optional but Encouraged)

Owner: Pastoral Team

- 3–5 prayer points
 - Aligned with church season, vision, or ministry focus
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8. Church Family & Leadership Updates (Optional)

Owner: Communications Director

- New members welcomed
 - Staff or leadership updates
 - Significant church family milestones
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9. Footer Essentials (Required)

Owner: Communications Director

- Service times
 - Church address and contact info
 - Website and social media links
 - Giving and prayer request links
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Content Guidelines

- Vision-focused, not announcement-heavy
 - Avoid repeating weekly newsletter content
 - Story-driven and pastoral in tone
 - One primary call-to-action per section
 - Use photos and visuals when available
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Submission Timeline

- **Ministry Content Due:** 2 weeks prior
- **Draft Compiled:** First week of the month
- **Final Review & Approval:** Prior to send
- **Newsletter Sent:** Second week of the month

Late submissions roll to the next month unless approved by the Newsletter Owner.

Review & Updates

This SOP will be reviewed annually by the Lead Team to ensure alignment with church vision, communication needs, and congregational engagement.