

Weekly Church Newsletter SOP

Purpose

To provide a clear, consistent, and pastoral process for creating and distributing the weekly church newsletter that informs, encourages, and mobilizes the church body without overwhelming them.

Primary Goals

- Communicate essential information clearly and consistently
- Set the spiritual tone for the week
- Highlight key events and next steps
- Reinforce church culture, vision, and wins

Ownership & Roles

Newsletter Owner (Primary): Communications Director

Contributors: Lead Pastor, Ministry Leads

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

Weekly Newsletter Content Structure (Standard Order)

1. Pastoral Word (Required)

Owner: Lead Pastor or designee

Length: 100–150 words

- Scripture, encouragement, or reflection
 - Aligns with sermon series or church season
 - Sets spiritual tone for the week
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2. This Week at a Glance (Required)

Owner: Newsletter Owner

- Sunday service times
- Midweek gatherings
- Events happening *this week only*

- Bullet format for clarity
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3. Key Announcements (Required | Limit 3–5)

Owner: Newsletter Owner (submitted by Ministry Leads) Each announcement must include:

- Who it's for
 - What's happening
 - When & where
 - Clear next step (register, attend, contact)
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4. Upcoming Events (Optional | Next 2–4 Weeks)

Owner: Newsletter Owner

- Major events only
 - Registration deadlines
 - Childcare or youth notes (if applicable)
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5. Next Steps & Connection (Required)

Owner: Discipleship or Admin Lead Examples include:

- Connect groups
 - Serving opportunities
 - Membership / baptism classes
 - Prayer request link
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6. Wins & Testimonies (Optional)

Owner: Ministry Leads / Newsletter Owner

- Brief testimony or celebration
 - Baptisms, outreach impact, volunteer appreciation
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7. Giving & Stewardship (Optional / Short)

Owner: Finance or Admin Lead

- One-sentence reminder
 - Giving link
 - Periodic impact story (not weekly)
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8. Footer Essentials (Required)

Owner: Newsletter Owner

- Service times
- Church address
- Website and social links
- Contact information
- Prayer request link