

Sunday Announcements: Story-Driven Next Steps

Sunday announcements are not primarily for sharing information, **they are an opportunity to help people take a next step toward Jesus and into community.**

Rather than promoting events, we tell stories that inspire people to see how God is at work and invite them into it.

The Goal

Every announcement should help a specific group of people see why something matters and clearly invite them to take a simple next step.

People are inspired by stories more than schedules.

Simple Script Framework

1. **What it is**
 2. **Story**
 3. **Why it matters**
 4. **Who it's for**
 5. **Next step**
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Communication Guidelines

Do:

- Lead with purpose, not promotion.
- Tell real stories of life change.
- Keep announcements conversational and hopeful.
- Focus on one clear next step.
- End with a simple invitation.

Don't:

- Overload people with details.
- Read event descriptions word for word.
- Stack multiple announcements together.
- Assume people already know why something matters.
- Rely on Sunday alone to communicate important information.

The Framework (detailed)

Each announcement should include five simple elements:

1. What Is It?

- Briefly introduce the event, ministry, or opportunity.
 - Keep it simple and avoid unnecessary details.
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2. Tell a Story

- Share a short story, testimony, or real-life example that demonstrates why this matters.
- Stories don't have to be dramatic. Small moments of life change are often the most powerful.

Examples:

- "Last month a man shared that Men's Breakfast was the first place he felt connected after moving to Clovis."
- "One parent told us their child came home from VBS excited to pray together as a family."
- "A couple from our last marriage class said it gave them the tools to start talking again instead of arguing."

The story answers the question:

"Why should anyone care?"

3. Why It Matters

Connect the story to the bigger purpose.

Help people understand the spiritual value behind the opportunity—not just what is happening.

Examples:

- Brotherhood grows through relationships.
 - Kids can build a lifelong foundation of faith.
 - Healthy marriages strengthen families and our church.
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4. Who Is It For?

Clearly identify who would benefit.

Use invitational language:

- "If you're looking for community..."
- "If you're new..."
- "If you're a parent..."
- "If your marriage could use encouragement..."

Help people see themselves in the invitation.

5. What's the Next Step?

End with one simple, clear action.

Examples:

- Register online.
- Stop by the lobby.
- Talk with a ministry leader.
- Join us this Saturday.

Never end with information alone—always end with an invitation.

Example: Men's Breakfast

This Saturday we're having our Men's Breakfast.

Last month one of the guys shared that after moving to Clovis, this breakfast was the first place he truly felt known. What started as a meal turned into friendships that helped him grow in his faith.

That's what this ministry is really about—not breakfast, but brotherhood and growing together in Christ.

If you're a man looking for connection or wanting to take a next step in your faith, this could be a great place to start.

You can sign up online or stop by the lobby after service.

Example: Vacation Bible School

Vacation Bible School is coming up in just a few weeks.

Last summer, one parent shared that their child came home every day talking about Jesus and asking to pray together as a family. Those conversations continued long after VBS ended.

That's why VBS matters. It's more than games and crafts—it's an opportunity for kids to know Jesus and build friendships that encourage their faith.

If you have children or grandchildren, this is a wonderful next step for your family this summer.

You can register today on our website or stop by the Kids Ministry table after service.

Example: Marriage Class

Our next Marriage Class begins soon.

A couple from our last class shared that they didn't come because their marriage was falling apart—they came because they wanted to keep growing. They left with healthier communication, a deeper friendship, and practical ways to pursue Christ together.

That's what this class is about: strengthening marriages before problems become crises and helping couples grow together in every season.

If you're married, whether you've been married six months or sixty years, this could be your next step.

You can sign up online or at the Welcome Center today.

Final Reminder

Before every announcement, ask:

"Why does this matter?"

Then ask:

"What's their next step?"

If those two questions are clear, the announcement is ready.

Announcement Delivery Guidelines

How we deliver an announcement is just as important as what we say. We want to communicate with warmth, confidence, and authenticity so people feel welcomed and inspired—not like they're watching a commercial.

Be Prepared

- Know your announcement before stepping on stage.
 - Practice it out loud at least once.
 - Avoid reading directly from your notes whenever possible.
 - Keep announcements between **30–60 seconds**.
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Speak with Confidence

- Hold the microphone **close to your mouth** (about 1–2 inches away).
 - Speak **slowly, clearly, and confidently**.
 - Pause naturally instead of rushing.
 - Project your voice without shouting.
 - Finish each sentence with confidence rather than trailing off.
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Smile & Be Welcoming

- Smile naturally.
- Make eye contact with different sections of the room.
- Imagine you're inviting a friend rather than addressing an audience.
- Let your excitement come from genuine belief, not exaggerated energy.

People connect with warmth more than enthusiasm.

Keep It Conversational

- Talk like you're having a conversation.
 - Use everyday language.
 - Avoid "church jargon" that new guests may not understand.
 - Don't sound like you're reading an advertisement.
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Dress Without Distraction

Our goal is for people to remember the message—not the messenger.

Choose clothing that is:

- Clean and appropriate
- Comfortable and modest
- Free from distracting graphics, slogans, or excessive branding
- Consistent with the culture and values of Clovis Christian Church

Avoid anything that unnecessarily draws attention away from the announcement.

Body Language

- Stand comfortably and confidently.
 - Avoid swaying, pacing, or fidgeting.
 - Use natural hand gestures.
 - Keep good posture.
 - Stay engaged with the audience rather than looking at the floor or screen.
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Focus on One Thing

Don't try to communicate every detail.

People only remember a few things.

Lead with:

- What it is
- Why it matters
- Their next step

Leave the additional details for the website, app, or information table.

Final Checklist

Before walking on stage, ask yourself:

- ✓ Do I know my announcement without reading it?
 - ✓ Am I smiling and welcoming?
 - ✓ Is the microphone close enough to my mouth?
 - ✓ Am I speaking clearly and confidently?
 - ✓ Am I focused on one next step?
 - ✓ Does my appearance help people focus on the message rather than me?
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Remember

People may forget the details of your announcement, but they'll remember how you made them feel.