

Communication

Resource Catalog

Resources for local church communication and technology directors including books, DVDs, how-to manuals, free websites for local churches and schools, and more.



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INSIDE

HELPFUL RESOURCES AND IDEAS FOR YOUR MINISTRY



DEAR MINISTRY LEADER,

Your efforts are helping the church tell the world about Jesus. It is exciting when members use innovative ministries to attract visitors and help them follow Christ. Thank you for what you do for the Lord.

Surveys show that the majority of new members say their friends and relatives were the deciding factor in their search for a new church. So as we connect with our friends, neighbors, and acquaintances, remember that AdventSource is the place to find resources, information, and support for your ministry. These resources can help make your desire to share Jesus with others into an effective outreach. Together we can tell the world of a wonderful Savior.

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Sign up for email updates at Newsletters.AdventSource.org 

AdventSource

5120 Prescott Avenue
Lincoln, NE 68506

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Adventist Learning Community

The Adventist Learning Community (ALC), an initiative of the North American Division, is a Seventh-day Adventist ministerial and educational platform designed to strengthen professionals through continuing education courses, teaching courses, ministerial training, dissemination of uniquely Adventist content for the church community, and more. There are courses for certification, professional development, and some just for fun. Our ministerial and educational library puts Adventist resources from around the world at your fingertips. Watch a video, read an article, and share what you find with others. The ALC is a dynamic platform that will continue to grow in order to serve the Adventist community in North America and beyond. Visit AdventistLearningCommunity.com.



ADVENTIST LEARNING
COMMUNITY

DOWNLOAD THE

SEVENTH-DAY ADVENTIST CHURCH LOGO

Visit the North American Division website to download the Seventh-day Adventist Church logo, along with guidelines for its use. You will also find information about the color palette, files for business cards and stationery, and more.

Visit NADAdventist.org/brand-guidelines for more information.



Seventh-day
Adventist[®] Church

NORTH AMERICAN DIVISION

HOW TO GET YOUR STORIES IN THE MEDIA

By George Johnson, Jr. | Adapted from *Media Outreach*



Step 1: Identify Your Medium

Where will you try to have your story reported? Will it be the local daily newspaper, a local radio station, or a local television news station? Each of these entities has a different reporting style and you must understand the types of stories they cover before you try to get them to report on a story.

Step 2: Consider Your Story

Think about your story. Does it fall under the category of religion, health, education, youth, etc.? All of these are areas that the Seventh-day Adventist Church can speak to.

Step 3: Outline Selling Points

There are three main factors that determine newsworthiness or news appeal—impact, oddity (uniqueness), and proximity will help you decide how to spin the story.

Step 4: Select Experts

If the media decides that your story idea will be one they want to pursue, you will need to have people in mind for them to interview. Identify those who can be quoted in the story. This may require a pre-interview by yourself to ensure that the person(s) you selected will be comfortable during an interview.

Step 5: Write the Press Release

A press release is an in-depth description of the event that could be used by a newspaper as a stand-alone story, and/or a press kit. Be certain to use quotes from your experts that will highlight the angles you are using to support the story. Get all of your selling points in the story while maintaining the theme.

Step 6: Media Outreach/Follow-up

Once you have sent your media advisory or press release to the media, make a phone call. This is the personal pitch which allows you to reach out to individual editors and writers to convince them that your story deserves coverage.

Step 7: Persistence

Remember the saying “If at first you don’t succeed, try, try again?” This can be true in your quest for pitching stories to the media. Reporters are often busy on other stories and may not have been “appropriately” focused on your conversation the first or second time around. Call them again and again, if necessary! Sometimes the third time is the charm but it is also helpful to look for other writers in the newsroom who may be more interested than the one you spoke with earlier.

Step 8: Say Thank You

Be sure to send the reporter, producer, or editor that you worked with a thank you letter. Let him/her know that you are appreciative of his/her efforts and that you would like to sit and speak with him/her more about future story ideas.

Quick Start Guide for Church Communication Directors

AVAILABLE IN SPANISH

This manual will help you get to know your three primary audiences: church members, the community, and the conference communication department.

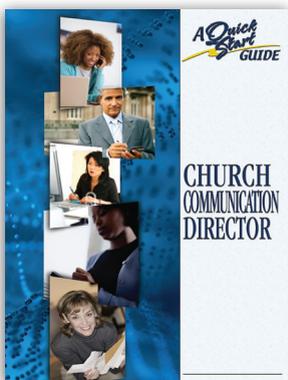
In addition, you will learn about:

- Church websites
- Information packets
- Radio and TV announcements
- Blogs and social media
- And more!

NAD Office of Communication (AdventSource)

Product #	Price
#250120	\$2.95

Quantity discounts available



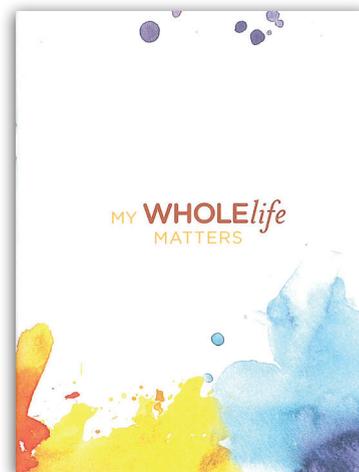
My Whole Life Matters Brochure

This colorful brochure invites readers to explore what the Seventh-day Adventist Church has discovered and why we believe that your whole life matters.

Created by the General Conference Communication Department (General Conference)

Product #	Price
#308315	\$0.50

Quantity discounts available



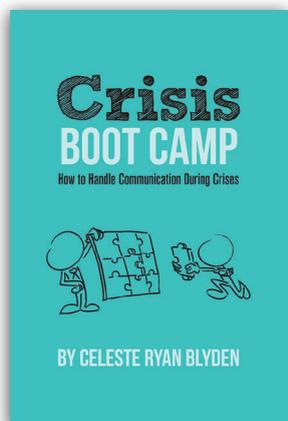
Crisis Boot Camp: How to Handle Communication During Crises

AVAILABLE IN SPANISH

Want to know what to do when the phone rings and there's a crisis? This handy guide—filled with case studies and action steps—will help you communicate effectively during crisis situations.

By Celeste Ryan Blyden (AdventSource)

Product #	Item	Price
#250150	Print	\$11.95
#900250	PDF	\$7.95



NAD SOCIAL MEDIA CHANNELS

-  Facebook: @NADAdventist
-  Twitter: @NADAdventist
-  vimeo.com/nadadventist
-  pinterest.com/nadadventist
-  flickr.com/photos/nadadventist

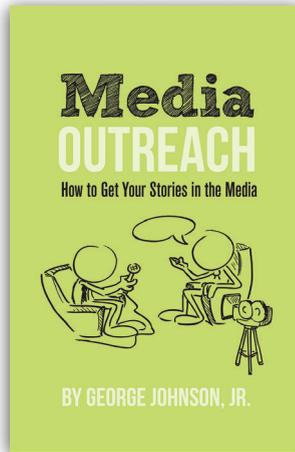


Media Outreach: How to Get Your Stories in the Media

Have you ever wondered how stories appear in the local newspaper, television news program, or even on the radio? Check out this book to learn how you can alert the media to what is happening in your church or school.

By George Johnson, Jr. (AdventSource)

Product #	Item	Price
#250160	Print	\$9.95
#900253	PDF	\$7.95



Curb Appeal

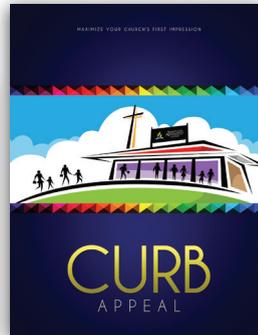
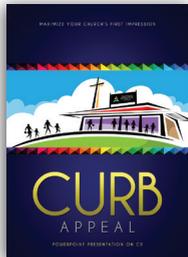
AVAILABLE IN SPANISH

This booklet helps analyze how your church communicates with visitors. The goal is to have every church send warm verbal and non-verbal messages to visitors and potential members. The CD version has a PDF of the booklet and PowerPoint presentation for church board.

NAD Office of Communication (AdventSource)

Product #	Item	Price
#250070	Booklet	\$2.95
#250076	CD	\$14.95

Quantity discounts available



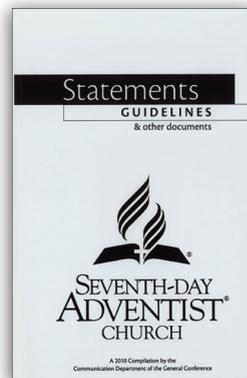
Statements, Guidelines, and other Documents

What does the church say about abuse and family violence? Family? Abortion? This book contains a comprehensive collection of statements from the General Conference of Seventh-day Adventists on a wide variety of domestic, social, and theological issues.

Edited by Ray Dabrowski (General Conference)

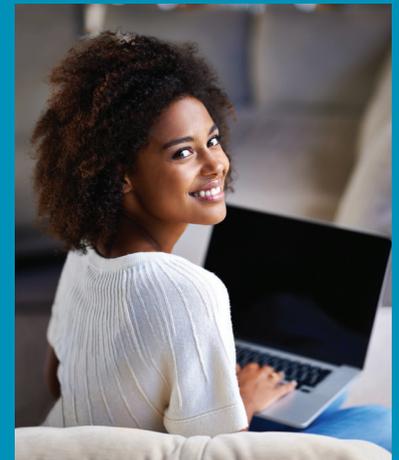
Product #	Price
#425750	\$9.95

Quantity discounts available



AdventSource Email Newsletter

Sign up for AdventSource's email newsletter to receive weekly updates for the ministries happening at your local church. You will learn about new products, sales and special offers, upcoming events, and more. Visit AdventSource.org to sign up.



Have a question
about your order?

Need information
about a resource?

Email us at
service@adventsource.org
or call 402.486.8800.

NAD NEWSPOINTS

NewsPoints is the North American Division's newsletter for all church members and leaders. Sign up and stay up to date with what's happening across the division. Visit NADAdventist.org to sign up.

Adventist Notecards

These attractive notecards feature the Seventh-day Adventist Church name and logo on the cover. The inside is blank for your message. Envelopes are included.

Prepared by the NAD Office of Communication (AdventSource)

Product #	Price
#250015	\$9.95/pkg of 25



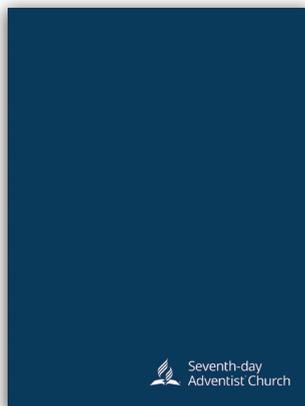
NEW! Church Logo Folders

These folders featuring the official church logo are a great tool for presenting the Seventh-day Adventist Church to visitors, handing out at meetings, or creating press kits.

Prepared by the NAD Office of Communication (AdventSource)

Product #	Price
#250100	\$12.95/pkg of 10

Quantity discounts available



NEW!

AVAILABLE IN SPANISH

Directional Signs

Signage will help people find and identify your church. These 18" x 22" signs are visible by day and night. Design and lettering are applied using chip-resistant ink. Mounting posts not included.

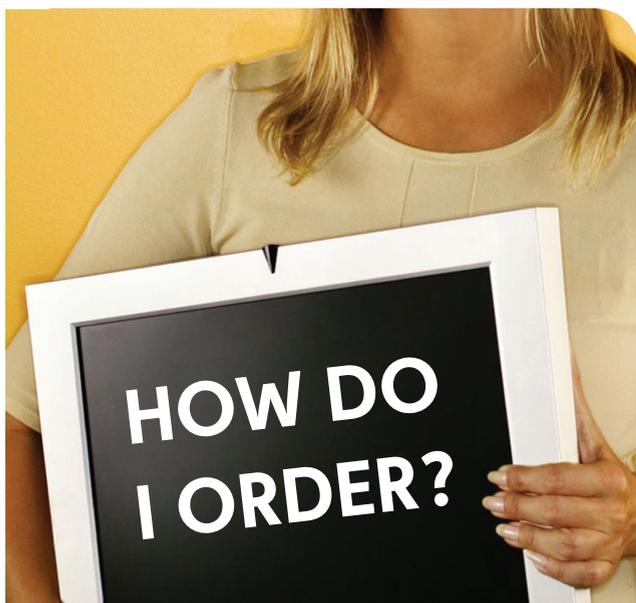
English #250040 \$55.00



¡Todos Bienvenidos!



The SONscreen Film Festival is the annual gathering for people of all ages who have a passion for using film and video for the purpose of creating timely and relevant productions for social awareness, outreach, and uplifting creative entertainment. Since its debut in October 2002, SONscreen has become the destination for established and up-and-coming Christian filmmakers to share their creative work, gain exposure, and network with other media and film professionals. Learn more at SonScreen.com



There are three easy ways to order what you need for your ministry.

- Visit [AdventSource.org](https://www.adventsource.org)
- Call us at 402.486.8800
- Fax your order to 402.486.8819

Quick Start Guide for Web Ministry

AVAILABLE IN SPANISH

Learn the basics of starting a website for your church. In this guide you'll find information about content management systems, web hosting, design basics, what to include on your site, recruiting a web team, tips for writing and taking photos, promoting your church's website, and more.

By Chip Dizard (AdventSource)

Product #	Price
#250110	\$2.95

Quantity discounts available

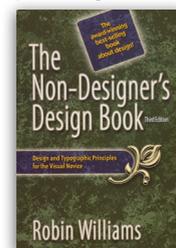


The Non-Designer's Design Book

An ever-growing number of people are attempting design with no formal training. This book offers quick and accessible design help from trusted design instructor Robin Williams. Williams identifies the surprisingly simple principles of good design and the logic behind those principles. Using numerous examples, you'll learn what looks best (and why) on your way to designing beautiful and effective projects.

By Robin Williams (Peachpit Press)

Product #	Price
#272035	\$35.95



That Christian Vlogger

People are searching for answers to questions about life and spirituality. Check out That Christian Vlogger, aka digital missionary Justin Khoe, to experience faith in the first person. Justin's weekly YouTube show explores topics including knowing God's will, how to study the Bible, and the purpose of prayer.

Visit [ThatChristianVlogger.com](https://www.thatchristianvlogger.com), search for That Christian Vlogger on YouTube, or follow @jkhoe on Instagram.



Society of Adventist Communicators

The Society of Adventist Communicators is an organization for the professional development, continuing education, recognition, networking, and nurturing of Christians with careers in communication.

Join the Society of Adventist Communicators' annual convention for three days of engaging keynotes, workshops, and networking sessions. This event is opened to professional and student communicators with all levels of experience. To learn more, visit AdventistCommunicator.com.



Big Data + Social Media Services

Big Data + Social Media Services is a department of the North American Division designed to help ministries, conferences, unions, and the divisions better understand, connect with, and provide relevant initiatives and services to church members through social media outreach and big data analytics—and give voices to member needs and thoughts. The NAD offers social media training on a variety of platforms and resources geared toward churches and members utilizing digital communication effectively. The NAD also educates church employees and members about big data usage and benefits. Through membership services and market research the NAD offers tools to implement digital strategies that engage members, conduct research to meet needs in our communities, and build meaningful relationships with church members. Technology is the avenue by which we hope to reach the highest level of membership engagement possible. Visit SDADData.org to check out research, social media courses, a blog, and more.





ADVENTIST CHURCH CONNECT 3.0

Adventist Church Connect provides conferences and local churches with software to get a website up and running within minutes, no matter your level of technical expertise. Our new content management system, ACC 3.0, is intuitive, fast, and easy to use. ACC also offers you access to a dedicated team that provides support and creates training materials so you can learn the basics and more in no time. To learn more, visit AdventistChurchConnect.com or call 877.518.0819.



Communication

WHAT IS INCLUDED?



Adventist Living Pattern System

Sites reflect the Adventist Church's visual identity, showing that local churches and schools are part of a worldwide organization.



Easy Interface

As you add text, images, and media, you will see exactly how each page will look on the front end of your site.



Drag and Drop Images

Simply drag and drop a photo into the page you're editing and it will automatically upload. You can also resize images, adjust the aspect ratio, and add captions.



Social Media Integration

Connect all of your church or school's communication platforms by linking your social media channels to icons on your site.



Online Calendar

Use our calendar feature, or sync the website with iCal or a Google calendar.



Seamlessly Incorporate Media

Upload audio and video files to your site or link to media already on Vimeo or YouTube.



Responsive Design

Sites automatically adjust to fit screens of all sizes including computers, tablets, and smart phones.



Security Features

ACC sites are automatically configured with an SSL certificate for your domain.



Search Engine Optimization

Sites include many features that will boost search engine rankings. In addition, each page allows you to add key words to help improve SEO.

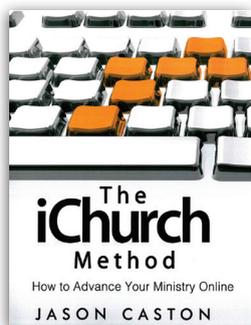
The iChurch Method

The purpose of this book is simple: To help ministries advance the Kingdom online and take the gospel to the world. What is the iChurch method? It's a five-part approach to taking your ministry online and reaching the world:

- Website – A Great Website that is Easy to Use
- Multimedia – Interactive Multimedia
- Ecommerce – Online Stores/Online Donations
- Social Media – Engage and Connect
- Mobile – The Future of Technology and Ministry

By Jason Caston (Caston Digital)

Product # Price
#250108 \$24.95

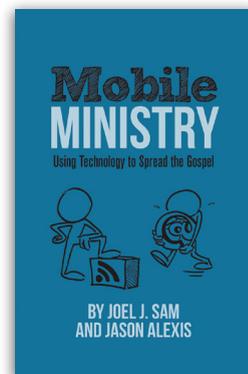


Mobile Ministry: Using Technology to Spread the Gospel

This manual was written to help you and your church cross the digital divide. It introduces the spectrum of tools, techniques, and strategies that will transform your church into a mobile hotspot for your members, and for people around the world.

By Joel J. Sam and Jason Alexis (AdventSource)

Product #	Item	Price
#250155	Print	\$9.95
#900251	PDF	\$7.95



EVALUATE YOUR CHURCH'S WEBSITE

1. Does the home page load in a timely fashion?

Less than 10 seconds is excellent. If it takes too long, visitors won't wait.

2. Is the home page understandable?

Are the features easy to find and well presented? Are there many broken links, missing sections, or spelling errors?

3. Are the navigation options logical?

Do all pages include well-designed navigation, with little scrolling required? Are the navigation links adequate?

4. Does the website contain information about your church?

Does it include ministries, events, and the pastor's bio? How much information does it offer potential visitors?

5. Is the content up-to-date?

Are future events announced? Is the news new, or more than two months old?

6. Is contact information available?

Can visitors find the address, phone number, email address, and map link? If they can't find this on your website, they won't be able to find your church.

7. Are meeting and worship times clearly posted?

Are they easy to find? Are special events listed?

8. Do the colors and overall design complement each other?

Are the colors and design pleasant? Do they look professional and give a positive impression of your church?

9. Does the site include an evangelism component?

Is it warm and inviting, with Bible study information? Does it encourage cyber visitors to become Sabbath morning visitors?

10. Is the content easy to read?

How are the grammar, spelling, and punctuation? Poorly written content is hard to follow and will not make people want to revisit your site.

11. Does the site help eliminate confusion about Adventists?

Does it present mainstream Adventist theology? Does it avoid using jargon that would confuse visitors?

AdventSource

5120 Prescott Avenue
Lincoln, NE 68506



If you are looking for support for the leaders in your church, contact AdventSource at 402.486.8800 or AdventSource.org to request free catalogs for the following ministries:

- Adult Sabbath School
- Adventist Community Services
- Children's Ministries
- Communication & Technology
- Elder, Deacon, Deaconess, Treasurer & Church Clerk
- Family, Men's & Single Adult Ministries
- Health Ministries
- Pastor
- Pathfinder & Adventurer Club
- Personal, Prison & Disabilities Ministries
- Prayer Ministries
- Stewardship Ministries
- Women's Ministries
- Youth Ministries
- Young Adult Ministries
- Spanish Resources for All Ministries
- Spanish Resources for Pathfinder & Adventurer Club



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