

Church Newsletters Plus is pleased to present PathLight.

PathLight is the flagship product of Church Newsletters Plus and is designed to give voice to messages that churches wish to share with their communities. It is a professionally prepared, customized church newsletter that is affordable and interesting because its articles are chosen to address the concerns of people in your pews and in your communities.

Your people and your neighbors will look forward to reading PathLight and will thank you for providing it. PathLight will open doors for you for evangelism in your community by enabling you to present your neighbors with an attractive product that is professionally produced and relevant to their lives. By addressing their life concerns with biblical sensitivity, you are saying that you care about the things that occupy their thoughts.

It will stay on coffee tables and desks longer than most church newsletters because there is much to read and because of its helpful and relevant content. It will be clipped and shared. Because it stays around longer, so does your church name. People begin to associate you with the helpful articles they are reading. They will want to hear more.

PathLight comes each month with fresh insights, devotional thoughts and practical help for living. Articles address issues such as personal finance, how to cope with stress, how to get along with people, and how to tune up ones attitude for success. Inside your paper will be articles on a variety of interesting subjects, written and laid out to grab the attention of your members and members of your larger community.



## What Makes Us Different?

- You will save time and money as you free up staff and volunteer time.
- You will multiply your effectiveness in discipleship and evangelism by letting PathLight speak for you to some of the vital issues of our time with a clear message of biblical hope and guidance.
- You will stimulate discussions in your congregation about the articles everyone is reading.
- For additional help, Church Newsletters Plus has a content library and user community for its members.

Path Light is presented as your very own church newsletter. We provide all the articles you need, but also imprint your church name and basic information in the masthead. PathLight comes to you camera ready.

Visit us at [www.churchnewslettersplus.com](http://www.churchnewslettersplus.com) for prices and updates.

You can email it, post it on your web site, or print it to mail. Church Newsletters Plus is affordable enough to be practical for you. Our goal is to assist you in accomplishing your mission in your community.

Visit the Church Newsletter Plus community online to share ideas.

<http://churchnewslettersplus.ning.com/>

### You can trust Church Newsletters Plus

*Our faith statement reflects that of the National Association of Evangelicals. We are silent on issues where Evangelical churches generally disagree and unapologetic about the essentials of faith.*



## Products, Services, and Prices

### Articles of the Month

- Content only - available for download
- \$18.95 per month
- Build your own newsletter, website, or publication.
- Access to our article bank for one-time use purchase of additional articles

### Pathlight Subscription

- A fully produced, 4 page publication with your basic information in the upper left hand corner
- Color printing available. Ask for a quote.
- Downloadable online, through email, or mailed as a hard copy.
- PDF format
- \$24.95 per month

### Premier Service

- 8 page fully produced publication
- Devotionals, children's material, cartoons with additional material on our web site
- Credit in the article bank
- Customized back page with information about your church and area for mailing labels and return address
- \$55.95 per month with a six month subscription. Church information can change every 6 months.



## Survey

**How often do you produce a church newsletter or other publication for mail, email, or distribution online?**

- Weekly
- Monthly
- Other \_\_\_\_\_

**What are your principle methods of distribution? (Check all that apply)**

- Hand out in church
- Mail out to membership
- Mail out to membership, prospects, and community members
- Deliver door to door
- Email
- Website downloads
- Place in public areas like stores and doctor's offices
- Other \_\_\_\_\_

**In what ways have you used publications as tools for evangelism? (Check all that apply)**

- We are constantly building our distribution list and include gospel messages.
- We use them to invite people to events.
- We have used mass mail.

- We include them in welcome or visitation packets.
- We have used mass mail.
- Other \_\_\_\_\_

**What content would you include in a publication intended for members, prospects, and the community at large?**

- Articles about practical Christian living
- News
- Devotional thoughts
- The plan of salvation
- Cartoons
- Art
- Other \_\_\_\_\_

**What are some ways you could increase distribution of your publication?**

- Idea 1 \_\_\_\_\_
- Idea 2 \_\_\_\_\_
- Idea 3 \_\_\_\_\_

**What are your goals for a church publication?**

- Goal 1 \_\_\_\_\_
- Goal 2 \_\_\_\_\_
- Goal 3 \_\_\_\_\_

