



## **Components of an Effective Ministry Brochure Checklist**

1. \_\_\_\_\_ Mission Statement
2. \_\_\_\_\_ Scriptural Foundation
3. \_\_\_\_\_ Ministry Contact Information
4. \_\_\_\_\_ Metropolitan Contact Information & Logo
5. \_\_\_\_\_ Attention Grabbing graphic
6. \_\_\_\_\_ Ministry Programs
7. \_\_\_\_\_ Text is easy to read – enough whitespace on the page
8. \_\_\_\_\_ Meeting Dates & Times
9. \_\_\_\_\_ Covers Benefits of Membership – Why should someone join?
10. \_\_\_\_\_ Incorporates our theme of Becoming the Kingdom and Kingdom Principles