



Outreach Planning

Temporary Signage

A Great Way to Get the Word Out

The importance of good signage

Many of our WELS churches follow-up on worship guests. A common question the person doing the follow-up will ask is, “*How did you find out about our church?*”

For most of our churches, two things tie near the top. Either the guest knew someone at church, or the guest was attracted by the church’s sign. The importance of good signage cannot be underestimated. Not only does it mark your church, but it gives a first impression.

What is true for permanent signage is also true for *temporary* signage. It can help mark your church and make a good impression. And it can be really beneficial when you are trying to promote a special event.

The benefits of temporary signage

In other modules of C13, we discuss using full-color postcards in a number of ways: bulk mailings, FRAN (friends, relatives, associates, neighbors) outreach, door hanger canvasses, etc. Temporary signage can work with those cards.

For example, imagine you are mailing out 5,000 postcards to your community. Putting a sign with the same graphic in front of your church might be a good way of letting those people know *you* are the ones who invited them.

People don’t always do a good job in associating *names* with outreach efforts. Say your church is named “Hope Lutheran.” When people drive and see “Hope Lutheran” on your church sign, even though it might be a beautiful sign, people will not always put 2-and-2 together. They might not say, “*Oh! That’s the church that invited me to Christmas Eve.*” Names can be hard to remember. Or there might be more than one “Hope” church in your community. But if people see the same image that was on the postcard *also on a sign* in front of your church, the connection is easier made. Images tend to stick in the memory better than names do.

We have obtained the C13 *Born to Save Us* image with an extended license. Any WELS church can use that image in print or on their web page for free. [You can obtain a large, high-quality version of that image HERE.](#)

We have left the image blank so you can format it however you want. The font used for the words “Born To Save Us” is Pristina. Most



Microsoft Office products contain that font. However, because it is a script font, it will be more difficult to read. You might want to swap it out for a simpler-to-read font.

Temporary signage is quite affordable too. [Take a look HERE](#). You can order every possible dimension of vinyl banner in full color, and most cost you under \$100.

You can get your banner made with grommets (metal rimmed holes you can use to tie or bungee the sign to something) or pole pocket. Vinyl banners can then be displayed a number of ways: on your church, attached to your current sign, between two poles, etc.

What makes a good sign?

Here are some guidelines for maximizing the impact of your temporary signage.

- Display it as close to the road as legally possible.
- Mount it perpendicular to the road. (Unless the road is one way, purchase two identical signs and mount them back to back so you can see it in either direction.)
- Use fewer words with larger letters. The size of the letters is determined by the speed limit. If it is 35 miles-per-hour or less the letters should be 5 inches tall, minimum. Then, for every 5 miles faster than 35 miles-per-hour, add another inch. So if the speed limit is 45 miles-per-hour, the letters on your sign should be at least 7 inches tall.
- Use simple fonts. If you use Pristina for the “Born to Save Us,” make sure the letters are big. And do not use Pristina for any other parts of the sign’s message, such as service times.
- Have a strong contrast between the font and the background color. If you want to use colored text, then use a very light colored (or just plain white) background. If you want to use colored background, perhaps drawing on colors within an image, then make it a darker shade and use white text.
- Timing is important too. If your sign is out too early, it loses impact. For an event which requires registration (such as a soccer camp), you want your sign to be out at least four weeks early, but probably no more than eight weeks early. If you are inviting people to a worship service, three weeks is *plenty* early.

If you try signage...

Please be sure to take a picture and send it to us! You can e-mail it to c13wels@gmail.com. We would love to share some pictures in our C13 wrap-up in January.