

Advertisers talk about “The Rule of Seven,” which claims that people need to see an advertisement seven times before what is being advertised registers in their minds. Advertisers will also say that generally the advertisement needs to be delivered in different ways: online, direct mail, e-mail, etc.

In the *Welcome Home* resources, we have provided tools that let you promote *Welcome Home* Sunday with your members in multiple ways. One option suggested as a possibility is a full color postcard. If so, the two questions you need to wrestle with are:

- 1) Who do we want to receive a postcard?
- 2) How do we want to produce and mail the postcard?



Who do we want to receive a postcard?



The *Welcome Home* initiative was created to help congregations go after members who are drifting away from the congregation. In essence, the congregation sort of develops an outreach plan for *straying members*.

However, the message of *Welcome Home* is one that could also speak to the unchurched or dechurched in your community. *Welcome Home* stresses the importance of surrounding yourself with a loving Christian community. It explains how Christians, by God’s own design, need one another to make it through life. It emphasizes that a healthy church functions as a family, where

members love and treat one another with the same level of selflessness that they show to biological kin. That might be compelling for the lonely and hurting in your community.

So, decide who you want to target with *Welcome Home*. Are you only going after straying members? Or are you going to try and reach straying members *and also* publicize *Welcome Home* to your entire community? Obviously, the second option necessitates a much larger mailing than the first option! However, bulk mailings are still a very cost-effective way to reach a large group of people.

Reminder: In the *Welcome Home* resources, you will also find an invitational video and explanation on how to produce a targeted Facebook ad with that video. That is another way to reach your wider community. Combine the Facebook ad with a mass mailing and you are getting closer to “The Rule of Seven.”

How do we want to produce and mail the postcard?

You have some options.

❑ *Produce it yourself.*

In the *Welcome Home* resources, you will find multiple image files and text blurbs. If you wanted to produce a postcard on your own, you have everything you need. If you are planning on a smaller mailing (one going only to members, not the entire community) and you have a quality printer that can handle cardstock, you could print the postcards in house.

After you have designed the card, run it down to your local post office. Explain how you want to mail it. Perhaps your congregation has a bulk mailing permit. If not, you will have to use first-class mail. However, it is still cheaper to mail a postcard than a letter. Either way, you want your local post office to confirm that your self-designed card qualifies for the lowest possible rate.

❑ *Work with a local printer.*

A local printer will be able to take the resources provided (e.g. the image files) to produce whatever card you want.

❑ *Work with Echt Printing.*

You find them at echtprinting.com. WELS Congregational Services uses Echt Printing for our outreach projects. They can help you with *Welcome Home* postcards as well. Echt Printing can do everything for you. They will not only design the card, but they can also handle the mailing, either using your bulk mailing permit or theirs. Also, because Echt Printing will be working with multiple congregations (who will have an identical front side of the card) they achieve an economy of scale. Therefore, it will probably be your most cost-effective option if you are going to use a commercial printer.