

#GCI CHURCH HACKS

Church Signage

A guest-first mentality is an essential part of church DNA for any congregation going through renewal, relaunch, or engaging with their community. Church banners and signage are an effective and affordable way to make your presence known in your community and to help guests find their way around and feel comfortable.

Why should we invest in signage?

- » Serves as an invitation for the community to come
- » Shares meeting information with the public
- » Directs people where to park, use the restroom, or participate in services



WHY?

What signs should we have?

- » Visible banner with church name, service times, and website address
- » A-frames with church name, service times, and website address
- » Signs identifying parking, restrooms, service meeting room, and children's ministry



WHAT?

HOW?

How do we use them?

- » Make sure a sign is visible from the road (place it at a good height).
- » Even if you are renting facilities that don't allow for permanent signage, include setting up signage in the weekly service preparations.
- » Clearly create a pathway to find parking, restrooms, the meeting room for services, and where the children meet.
- » Complete a signage audit at least once a year. Walk around your facility with the eyes of a guest. Are there improvements that can be made? Is anything unclear?
- » If a church is in relaunch or renewal mode, on service days place an A-frame a block away in either direction of the church building. When we are consistently going outside the walls, we need to have as much visibility as possible.

BRANDED SIGNAGE

For GCI Branded Signage Templates, check out our Resources site at:
<https://resources.gci.org/branded-signage>