

# Practical help for your church publicity drive

**DOES your church need help to produce top-quality publicity material to promote its events and activities?**

A new initiative aims to help our parishes to create and print well-designed posters, leaflets and flyers at a competitive price.

The Portsmouth Print Hub will be launched in the New Year as a way for parishes to create professional-looking publicity via an easy-to-use website.

Our diocese is working with Christian Publicity and Outreach (CPO), based in Worthing, to pilot this initiative, which will subsequently be made available in other dioceses.

Communications adviser Neil Pugmire said: "Whenever we speak to parishes about publicity for their events and activities, we often come up against the same problem.

"Clergy, parish administrators and volunteers often lack the necessary software, expertise or



**Instead of getting frustrated trying to create posters and leaflets yourself, you can use ready-made images and designs via the Print Hub, such as this Christmas design**

funds to create really effective publicity material. Instead, they end up trying to design something themselves on software that isn't really up to the job.

"In today's world, where so

much material is well designed, our efforts can sometimes struggle to get noticed because they simply don't look professional enough.

"I approached CPO because they have a wealth of experience over many years of designing and printing posters, leaflets and brochures.

"They have put together a website especially for our diocese, where people from our parishes can log on, choose a design and

a photo that suits their event, and add some suitable text.

"Then they'll choose how many posters or leaflets they need. That number will be printed and sent directly from CPO to the parish, with no additional delivery cost.

"It may be that this is a service that a parish uses two or three times a year for its top-priority events, rather than every single time. I hope this will be a more convenient way for parishes to

create publicity material that inspires people to take part in our events and activities."

The new Portsmouth Print Hub will be part of the Church Print Hub website, which already offers parishes specialist publicity material to promote the church's role in weddings, funerals and baptisms.

Other resources that will be available via the Portsmouth Print Hub include copies of our new diocesan magazine, publicity material and tokens that are part of the Parish Giving Scheme, and copies of our 'live, pray, serve' diocesan strategy brochure.

It will be available from the New Year on [www.churchprinthub.org/portsmouth](http://www.churchprinthub.org/portsmouth). For more details, contact Neil Pugmire on 023-9289 9673 or [neil.pugmire@portsmouth.anglican.org](mailto:neil.pugmire@portsmouth.anglican.org)

**Jesus said:  
I came to  
cast fire on  
the earth,  
and would  
that it were  
already  
kindled.**

Lk 12:49 (ESV)

## Not the end of the story

SO we come to the last edition of the *Pompey Chimes*, and the last 'Last Word'.

There are so many people who deserve heartfelt thanks for all that they have put into making the paper so great, from writing articles to producing the paper, to collecting and distributing copies throughout our parishes.

But this is by no means the end of the story, as the last word today makes space for something new, a glossy magazine published four times throughout the year from 2018.

Of course, in one sense it's not going to be totally new. We will still continue to tell stories of hope from across the diocese, and still continue to reflect on our faith in Jesus Christ and how we can live as his disciples in our local communities.

So there's something



**the last word**

by Bishop Christopher

new happening, but there's also continuity, and that's so important for the Church.

Whenever I ordain clergy, or whenever they take up a new post, I remind them of the calling that the whole Church shares, to proclaim our faith "afresh in each generation".

It's the same faith that has been handed down from those who knew Jesus 2,000 years ago, through churches in all

times and places ever since.

But as each generation comes, the world changes and looks different. And so we have to find new ways to express that faith so that everyone can have the chance to hear of God's love for them.

Our hope and aim is that the new quarterly magazine will do just that, sharing the same love of Christ in a fresh way.