

DOING ANNOUNCEMENTS WELL

'Whatever your hand finds to do, do it with all your might.' Eccl 9:10

It is important that announcements are done excellently because:

- 1) Important information is being communicated. If it is done badly people will switch off and miss opportunities for involvement.*
- 2) Important time is being used. We have limited time in a meeting and it would be sad if shoddy notices take away from people encountering God and his word.*
- 3) Excellence honours God and inspires people. Shoddiness dishonours God and demotivates people.*
- 4) Shoddiness also gives the devil opportunities we can't afford to give him.*

Here are some descriptions of excellent announcements:

1. They create a family feeling.

- a. Every time someone does announcements it is an opportunity for people to 'connect' with one more person up front. They get to know one more face and one more name. This helps personalize a person's experience of a meeting.
- b. Although we want to be excellent, we do not want to be professional (ie functional and impersonal).
- c. Almost all announcements are invitations for people to get involved more in 'the family' – or to join the family in what it is doing in the world.
- d. Appropriate use of humour always (followed by laughter amongst the people) creates that family feeling. However, don't force humour.
- e. Smile before you speak. Smile while you speak. Smile after you speak.

2. They are done with energy and enthusiasm.

- a. Exert energy. Display enthusiasm. We need to work for people's attention.
- b. How we say something is as important as what we say.
- c. Enthusiasm grabs hold of people's attention.

3. They get to the point, not saying one sentence too many.

- a. The only way to do this is by writing out your announcements before hand. You must not then read these out – but by writing it succinctly you have already created the mental groves you need to say what you want to say.
- b. Stand up. Speak up. Then shut up

4. They link most announced activities to inspiring values.

- a. The giving of announcements is really an exercise of leadership. Skilful leadership does not try lure people into activities. Rather it re-enforces values and speaks of these activities as opportunities to give expression to values.
- b. In other words do not just communicate information, but 'heart.'
- c. An example: If announcing a God Sessions course, do not just give

details, but say something like: 'We have a wonderful opportunity to draw people to God by...' Or if we are asking people to give clothing to the poor we can say 'We have an opportunity to love the needy of our city'. Or if we are telling people about the pre-marital weekend we say, 'This is a great opportunity for people to solidly prepare for a life-long marriage...'

d. Reading through your church's values is a useful exercise in finding the language you can draw on.

e. Obviously not all announcements require the communicating of value.

5.They are well prepared.

a. We prepare well by writing out our announcements before hand.

b. We prepare well by practicing the announcements aloud (at least 2 or 3 times) on our own – using only point form notes.

c. We prepare well by making sure we have all the information. It is totally unacceptable to ask questions from up front in the hope someone will shout out and answer them.

d. We prepare well by visiting the multi-media person 15 minutes before the meeting to make sure the order of slides is correct – and that you are familiar with the slides.

e. We prepare well by speaking to people that we are going to call up to 'give an announcement' beforehand. It is important that we tell them that they must get to the point. It is often these people who do unnecessary long announcements.

f. We prepare well by asking God to help us do the announcements well – to his glory and for the service of the hearers.