Spiritual Advertising

What kind of an image does your church facility present to the community? The visual presence can impact how the church is viewed by the community. Is it clean and tidy, or do the grounds and buildings look tired?

Well-maintained grounds and buildings can be an invitation and clue to the quality of the experience inside. Here are some ideas that you may consider to market your church.

**Lighting**

Light the important features of your facility. The front façade, steeple or ground sign when lit and attached to a timer are effective tools to draw attention to your facilities.

**Landscaping**

Beyond the obvious trimmed landscape, consider a colorful flower garden around your yard sign or sidewalk edging. Identify an ideal spot for color and empower a “green-thumbed” member of the congregation to work wonders with a minimum of investment. In general, well-chosen plant materials continue to be the most cost effective way to enhance your facilities.

**Signs, Banners, Flags**

Signs are often underscaled. If you can’t read the sign when passing in a car at 30 mph, your sign is too small to be effective.

Some of the best signs have a component of movement. Consider an American flagpole or feather-shaped advertising sign to draw attention to your facilities.
Take a long look at your facilities and see if some of these ideas have merit.

Contact LCEF to find an Architectural Advisory Committee member near you for additional information.