

Is Your Church Bulletin Cover Turning People Away? **How to Fix It Fast**



**BECAUSE VIBRANT
CHURCHES MATTER**



Your Bulletin Cover Matters

We've all heard it before: "Don't judge a book by its cover." While this advice is well and good, it's also true that people DO judge publications at first glance, based solely on the cover. When it comes to your Catholic parish's weekly bulletin, the cover is your first impression, and it absolutely sets the tone for what's inside. It's very important that it communicates the message you want to send through both the cover's content and its design.

If your bulletin cover looks like it hasn't changed in 20 years, or if it's overloaded with text and hard-to-read information, it's time for an update. Don't stress, though! **Updating your church's weekly bulletin cover doesn't mean you have to start from scratch.** What's most important is that you're intentional about what you feature, what you remove, and how everything is organized.

In this article, we'll walk through a few practical design tips that can transform your weekly church bulletin covers from "meh" to "magnificent."

Consider Removing these Common Cover Elements

One issue our designers often encounter with parish bulletins across the country is too much "stuff" on the cover. Making the mistake of including too many elements and pieces of information on your cover will give readers the impression that your parish is disorganized or out of touch with modern communication practices. While it's tempting to load up the front page with everything from office hours to your staff contact list, this just makes the cover cluttered and uninviting.

Keep These "Must-Have" Elements on the Cover
These are your must-haves.

- **Your church's name and logo**
- **Date of the bulletin**
- **An eye-catching cover image**
- **Your church's contact information**



Move These Things to the Inside of Your Church Bulletin

- **Overly detailed content** like ministry schedules, office hours, or lengthy welcome messages.
- **Event announcements** and details should all be inside a dedicated events page or section.
- **Anything not absolutely essential** to a visitor at first glance.
- **Visual clutter**, like too many kinds of fonts and graphics. Stick with a beautiful cover image and your parish branding.

Be Sure to Add These Elements to Your Weekly Church Bulletin

Now that you've cleared some space on the cover, it's time to make it shine.

Beautiful, meaningful cover art goes a long way in making your bulletin feel welcoming. Consider using art relevant to the week's Mass readings or selecting a cover image series that carries through the liturgical seasons. In fact, sticking to a cover art series creates a consistent and polished feel for both regulars and newcomers.

LPI's WeCreate offers a wide variety of liturgical cover series, as well as stand-alone covers for every week of the liturgical year, including holy days and special celebrations.

Churches that partner with LPI for bulletin printing receive complimentary access to the entire WeCreate library of Catholic content and graphics. Resources include Scripture reflections, liturgical readings, Q&A features, and much more to enrich parish communications throughout the year.



A custom masthead can also add a personal, professional touch. If the word is new to you, you're not alone. A masthead is a design featuring the title of your parish in the top two inches of your bulletin cover, and is the perfect place to use your parish's logo and branding.

Prioritize What Matters in Your Weekly Bulletin
If you're working with limited space, like on the cover of your church's weekly bulletin, it helps to think in layers:



Primary Info: This is the information people are likely hoping to find on your cover.

- Church name
- Date of bulletin
- Parish address
- Parish main office phone number
- Parish website URL
- Priest's name

Secondary: This type of info might be better placed on the inside cover.

- Your Mass times
- Welcome statement
- Social media handle(s)

Tertiary: Information like this, although still important, would shine brighter on an inside page where it can be one of the focus points instead of being smushed into an already crowded cover design.

- Office hours
- Staff listing
- Mission statement
- Upcoming news or events

Let the most essential details take center stage on your cover and move the rest inside your bulletin.

Lastly, Ask Yourself (or a Colleague) to Appraise Your Parish Bulletin:

- Does the front cover feel welcoming and easy on the eyes, or is it too cluttered?
- Does the image you feature catch the attention of your readers and enhance your bulletin's visual appeal?
- Is there information on your cover that would be better served inside your bulletin?
- Is anything missing that would help someone feel more at home with your community?

If the answer to any of those is "yes," it's probably time for a redesign — something we specialize in!

If your bulletin cover looks like it hasn't changed in 20 years, or if it's overloaded with text and hard-to-read information, it's time for an update.



Ready for a Parish Bulletin Makeover?

If you're an LPi customer, you're eligible for a **FREE professional bulletin refresh** — yep, totally free! Our design team will create a custom cover template for your parish, along with a coordinating template for your inside pages. Simply contact your LPi customer service representative to get started.

Not printing with LPi yet? No problem! We'd love to show you what's possible. Visit www.4lpi.com to get started today.



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For more on integrating parish communications, visit 4lpi.com.

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