

# Creating Effective Service Folders

WELS 2011

National Worship Conference

## Bulletins vs. Service Folders

Purpose?

1. Information for the people attending the service
2. News and notes for the members of the congregation

## Recurring information

1. Church name and location
2. Pastor(s) name(s) and contact information
3. Church office contact information
4. LES staff and contact information?
5. Calendar

## Weekly events:

Who needs to be reminded?

Recurring or special?

Consider using other means for information directed at a smaller group:

1. Monthly calendar
2. Church web site
3. Email distribution

Service times, including special services and celebration of Holy Communion

## Special notices:

1. Who needs to read it?
2. Is it important (or detrimental ) for visitors

## Worship Information:

1. Sunday or festival of the church year
2. Theme of the Sunday or service
3. Order of service (avoid cryptic abbreviations, CS, SW, SWS, etc.)
4. Page number for service and other elements in the Hymnal or Supplement (psalm, prayer of the church, etc.) that the worshiper needs to find
5. Hymn numbers: Hymn #200, CW #200, CWS #754, or direct them to any inserts if used
6. Selected stanzas (not verses): Hymn #310:1-5; CW #200:1,2,10; CWS #775, st. 1
7. Psalm selection

- a. Location in hymnal or “on insert”
- b. Description for how it is done (optional): *Minister reads the verses and the congregation sings the Refrains.*
- 8. Bible readings for the day
  - a. Include full reference
  - b. Short description of the theme? (Could it be better spoken?)
  - c. Reference to pew Bible for the benefit of visitors (unless printed on the service folder)
- 9. Special music: choir or solo selections, special organ music, etc. (include with an eye to uncluttered folders)
- 10. Special events in the service: baptisms, installations, etc.
- 11. Note on Close Communion practice

### **Whole service or bare bones?**

For whose benefit? Congregation member or visitor?

Is a use of the hymnal needed?

Save it for special service?

Use it to introduce new orders of worship or service elements, e.g. gathering rites?  
 Good stewardship of pastor, church secretary, and copying time and resources?

### **Service Folder Size and Format**

Letter size (8.5x11) most common for most office applications:

- 1. Half size (landscape, 5.5x8.5 size) most economical use of paper
- 2. Full size is easier to read, but also a little bulky (saving sight edition?)

Legal size (8.5x14) easy to work with and gives more space for the folder.

### **Printed vs. Homemade**

Pre-printed bulletins (various publishers)

NPH—based on the three-year lectionary:

- 1. With our without readings
- 2. Letter or legal size:
  - a. NPH legal sized bulletins have a blank banner space on the front cover
  - b. Could be used for church logo and information

Church specific bulletins

- 1. Allows for more customization of information
- 2. Can include picture of church or church decorations
- 3. Black and white versus color? Cost of printing and copying?

## SERVICE FOLDER LAYOUT AND FORMATTING: DO'S AND DON'TS

### Page size

1. Usually selected in page setup of the word processor.
2. Use the booklet function on MS Word?
3. For “half-size” formats, choose landscape and set up two columns (more efficient than multiple smaller pages).

### Margins

1. Smaller margins allow for more space on the page.
2. Be sure all of the page will print on your printer, including headers and footers.
3. In a two-column layout, the middle space (in printing, this is the gutter) should be double the width of the left and right margins to allow for a normal margin in the fold.

### Fonts

1. Serif fonts were used in printing to save on ink. Most people read them very easily, even at smaller point sizes.
2. Sans serif is good for larger letter sizes for special purposes: sight-saving editions, presentation applications (PowerPoint), etc.
3. NPH uses Times (New Roman) for many of our publications, including worship products.
4. Avoid distracting over-use of unique and multiple fonts.
5. Avoid straight quotes on apostrophes and quotation marks—do a search and replace for them: ‘ ’ and “ ” not ' and " .

### Text formatting

1. Plain—for most applications
2. **Bold**—can be effective for highlighting congregation responses
3. *Italic*—for secondary information, e.g. *Stand*
4. Underline—useful for headings
5. ALL CAPS—avoid its use; often equated with shouting
6. Small Caps—useful for headings; used in OT readings for Lord (Jehovah)

### Text sizes

1. Font size: 10-12 point is recommended for normal text.
2. Larger font sizes can be used for major divisions in a service.
3. Hierarchy for text format in CW:
  - a. **Large font size, all caps, bold**
  - b. **Medium Large font size, small caps, bolds**
  - c. **Medium font size, all caps, bold**
  - d. **Medium font size, bold**
  - e. Medium font size, plain
  - f. *Small font size, bold, italic*
  - g. *Small font size, italic*

### **Line spacing**

1. Single spacing for most text blocks.
2. Extra spacing between elements can be blank space (double-space) or fractional spacing (see line spacing options for paragraphs).

### **Tabs**

1. Use smaller increments (e.g., 0.25 inches) to save space.
2. Be consistent through the service for a cleaner look.
3. Justification
  - a. **Titles and Headings (centered)**
  - b. Left justify whenever possible: centered text blocks are hard to track.
  - c. Full justification (even on both sides) is not necessary.

### **Page breaks**

1. Avoid page turns on congregation involved elements to avoid confusion (and noise during recordings).
2. Add extra space before headings to create a neater look and fill up white space on the bottom of a page.
3. Larger service folders may need to be stapled for the benefit of the user.

### **Text blocks**

1. Not needed for most purposes.
2. Can be used to highlight and set off special information.

### **Headers and footers**

1. Typically not used when space is at a premium.
2. Could include name of Sunday or festival.
3. Most useful for page numbers:
  - a. Bottom, centered
  - b. Top, right for odd numbered pages; left for even

### **Service Folder Graphics: Adding pictures**

#### **Purpose?**

1. Add interest and appeal to the service folder.
2. Provide information visually without using a lot of words.
3. Provide musical notational for sung parts of the service.

### **Types of graphics**

#### **Picture or drawing**

1. Church and school buildings
2. Interior of church or religious decorations

### Clip art

1. Religious symbols
2. Illustrations for service elements or bulletin announcements
3. Church logos (design your own?) including WELS

### Service graphics

1. Special symbols for the service
2. Music graphics for music of the liturgy and hymns

### Sources

1. MS Word clip art
2. Online searches
3. Purchased services or collections
4. Scanned art (300 DPI or higher)
5. NPH items
  - a. Clip art collections
  - b. Worship resources
    - i. CW Electronic Pew Edition (#03N3038)
    - ii. CW Supplement Electronic Pew Edition (#03N3034)
    - iii. New Service Settings (#03N3026)

### Using graphics

1. Put them in folders of picture files for ease of use.
2. Most word processors allow inserting graphics from a menu item.
3. Avoid drag and drop. Can create problems.

### Formatting pictures

#### Format:

1. no fill
2. no line (box around the picture)

#### Size:

1. Size: of original (don't change one dimension)
2. Scale: increase or decrease to fit ( $\pm 100\%$ )
3. Crop: if needed for any side (useful for splitting graphic over two pages)
4. Rotate:  $0^\circ$  normal (use  $270^\circ$  for sideways banner)

#### Text wrapping:

1. In line with text (default)
2. In front of text (allows for easier placement)

### Hints for quality graphics

1. Use consistent types in resolution and style
2. Avoid reducing and enlarging them to extremes
3. Avoid stretching a graphic horizontally or vertically