

IMPROVING OUR SERVICE

Lesson 2 Announcements

I. INTRODUCTION.

A. Announcements Are Important.

1. Since announcements are considered an unimportant part of the service by some, they are often neglected in their preparation and delivery.
2. If the announcements are made at the beginning of the service, the person making the announcements sets the mood for the rest of the service.
3. You will both excite the audience and prepare them for a great service, or you will lull them to sleep from the beginning.

B. Announcements Have a Purpose.

1. They get attention - to establish audience contact.
2. They welcome - to offer a warm first impression.
3. They inform - to offer factual news.
4. They stimulate - to do good works.
5. They transition - to move smoothly into the next part of the service.

II. FOUR ANNOUNCEMENT MISTAKES.

A. Not Punctual.

1. The person making announcements who is late will be unprepared, too rushed, or leave the impression that the announcements are unimportant.
2. Watch the clock and start the announcements on time!

B. Not Prepared.

1. The person making announcements who is unprepared will either leave out important announcements, or will say more than is necessary just to fill time.
2. Arrive early at the service to prepare the announcements.

C. Not Purposeful.

1. The person making announcements who does not fulfill the purpose of announcements will waste time or misuse the time (see Introduction. B. above).
2. Announcement time is not a time to preach a sermon, tell people what they already know, or pass the time with “filler” material.

D. Not Creative.

1. The person making announcements who uses the same worn out, dull, stale phrases every time will become boring and his announcements will be ignored.

2. Change up, when possible, the way you make announcements and what you say in them.

III. BETTER ANNOUNCEMENTS.

A. Be Heard (see Supplement 1).

B. Be Clear.

1. Know the facts.
 - a) Announcements that are wrong with the facts will cause confusion.
 - b) Get all the facts before you go to the front to announce them.
2. Emphasize the facts.
 - a) Announcements where the key facts are not emphasized will not be remembered.
 - b) Facts can be emphasized in one of three ways: 1) speak more slowly, 2) speak more loudly, and 3) repeat the information.
3. Knowing and emphasizing the facts - the five W's and H.
 - a) The five W's: Who, What, When, Where, and Why?
 - b) The H: How?

C. Be Brief.

1. Announcements that are too long will not be remembered and will take important time away from the rest of the service.
2. Say what needs to be announced and then sit down. Get up, speak up, shut up, and sit down!

D. Be Orderly.

1. Announcements that are not arranged orderly will be hard to remember.
2. Follow a standard form for making announcements (use the same announcement form each time).

E. Be Fitting.

1. Announcements that do not fit the occasion of the worship service will mislead the audience as to the purpose of the assembly.
2. It is best not to announce what does not involve the work of the entire church. Check with the men (or elders) first if you have a question about whether or not something should be announced.

IV. CONCLUSION.

A. Let's Go Out Now and Make Good Announcements.

B. Class Motto: "I Will Try To Do Better!"