

**5**

**WAYS TO USE  
YARD SIGNS  
TO REACH YOUR  
COMMUNITY**





**Yard Signs can be used for more than political campaigns and yard sales.** They have a variety of uses around your church too. Check out these ideas and then find a set of Yard Signs that work for your church. Remember many signs can be customized with your church information.

## 1. Outreach Tool

Yard Signs provide you with a visual presence to people who are walking or driving. Yard signs shouldn't be your only method of promotion, but they do have a place in your strategies.



Get your members involved in outreach by sending them home with yard signs to post at their homes or in their neighborhood. (Check local sign ordinances first!) Major annual holidays like Christmas and Easter are perfect events for this type of outreach, and if you keep the messaging simple, you can ask members to return the signs and use them again next year.



## 2. Location Awareness

Yard signs can help visitors find our church or draw the eye of passing traffic. Post signs on the street leading to your church, at entrances and along driveways. They are a great tool for a new church that is sharing a building or meeting in a school, because they can be posted and removed quickly each week.



## 3. Welcoming Tool

Use Yard Signs in your parking area to welcome and direct visitors to special parking area or to specific buildings on your campus. Yard signs can be a back up to your parking attendants and make your church seem friendlier.





## 4. To Direct and Inspire

Yard Sign usage doesn't have to stop at the parking lot, they can also be used around your church campus in planters to direct parent's to children's areas and to point out the worship center. Yard Signs with Scripture can also help people prepare their hearts for worship and set an inspirational tone around your building.



## 5. In the Community

Hopefully your church has a presence away from the building too. Yard Signs are a great way to point people to your Church Picnic location, Baptism site, or water station at community events.



## PLUS! Reinforce Other Messaging

Studies show that it can take up to 7 impressions before someone responds to a promotion. Yard Signs are a great second touch to reinforce your message and get your name out in the community. Pair Yard Signs with a Direct Mail Invitation or larger Outdoor Banner so people begin to recognize your church.



Yard Sign



2'7" x 6'7" Banners



Door Hangers



Postcard Invitation



Bulletins

### Have another idea or use for yard signs at church?

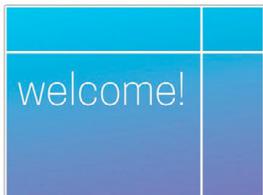
Share it with our Facebook community at [Facebook.com/outreachinc](https://www.facebook.com/outreachinc)

No matter how you choose to use a yard sign, remember that it's best to keep the messaging simple and the letters big!

As you can see, Yard Signs are a versatile tool and Outreach offers over **60 designs for every season**. Yard Signs are available in two formats: "As Seen" packs of 5 yard signs or Customized Yard Signs, with 10 sign minimums. The H-shaped ground stakes are always included! See all our designs at [Outreach.com/YardSigns](http://Outreach.com/YardSigns)



Flourish Welcome



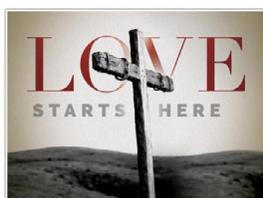
Color Wash Welcome



Painted Wood Welcome



Rustic Charm Welcome



Love Starts Here



Risen Clouds



Easter to Remember Green



Easter Hope Daisy



VBS Crafts



Welcome Leaf Pile



Fall Discover Faith



Parking Yellow



Joy Twig Wreath



God With Us Manger



Summer is Awesome



Summer Picnic