



ENGAGING YOUR LOCAL COMMUNITY

CUSTOMIZING THE WAY: A STEP-BY-STEP GUIDE

Customizing *The Way* is not difficult and need not cost anything to ensure that you, your church, or your ministry are explaining the gospel of Christ to your community on a quarterly basis.

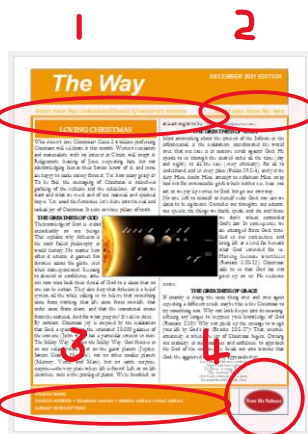
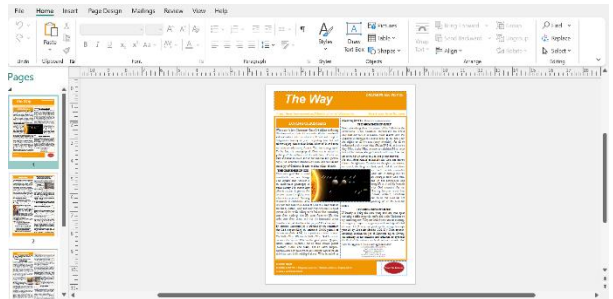
At <https://fromhisfullness.com/for-spreaders> (click on the button “Learn More”) you will find a general overview of *The Way*. Here we walk you through the seven manageable steps to making it your own.

Step one: Prepare. All that is needed to get started is the go-ahead of your church/ministry leadership, access to the Publisher program, and a point-person with some spare time and creative juices to make a good go of it. Once in the swing of the customizing, *The Way* can take as little as two hours per issue to prepare and to disseminate.

Step two: Subscribe. If you have only been receiving the general copy of *The Way* (a PDF for direction distribution) or have not received any copy of *The Way*, simply scroll down to the brown “Subscribe” button on the page <https://fromhisfullness.com/for-spreaders>, or drop us a note at fromhisfullness@mail.com to request the master copy. We’ll be glad to add your preferred email address to our distribution list. It is available currently in Spanish, Italian, and French, as well as in English.

Step three: Receive. *The Way* is published in time for March 1, June 1, September 1, and December 1. Keep an eye out for it in your inbox at anytime in the week preceding the publication deadline, but be sure to check your spam folder too. You will receive it as a Publisher attachment from fromhisfullness@mail.com.

Step four: Open. Click on the attachment to see the new issue. It may take another click on the page that comes up for *The Way* to appear (opposite). The customizing occurs on the first (front) and fourth (back) pages.



Step five: Customize.

1. Header (left): “Insert your individual/church’s/ ministry’s mantra.” If your church hasn’t a brief mantra or motto, feel free to use the one on the general copy of *The Way*: “Good News for a Groaning World.” Typically, the wording remains in the color of the issue, although you have the liberty to change the size of font and to change the mantra/motto to bold.

2. Header (right): Issue No. 15. The master copy you receive will have the latest issue number. Change this to the number of issues your church/ministry has customized, beginning with #1.

3. Footer (left): Here’s your chance to start advertising your church. Insert on three successive lines your church’s name, contact details, and worship service times.



4. Footer (right): If your church has a logo, substitute the From His Fullness logo. You will need to play around with the sizing so that it fits the box size. Alternatively, feel free to keep the From His Fullness logo.

5. Back page, right panel: "What's On Offer to You?". Underneath you will find your invitation to customize *The Way*. Substitute this writing for a mix of information and images specifically aimed at inviting members of your community to suitable events or series hosted by your church or ministry: E.g., a *Christianity Explored* course, a church family night (meal and discussion group), Christmas services, etc. If there are no relevant events upcoming, short commendations of the gospel by members would work, especially if they were converted to Christ at your church. The panel affords your point-person the opportunity to be creative, while working to ensure that the panel blends well with the rest of the issue. Here are some samples:



Step six: Distribute. Once you are satisfied with your customized version ~ print it out to check it over ~ save it as a PDF. *Keep the original Publisher copy just in case you think of additional changes to make later on.* The PDF will improve the look and cement the changes made. It is the PDF that you will distribute.

Free distribution options include email distribution to the church family, inviting them to send it on; or upload to the church website. Every church website ought to have available to the public explanations of the gospel and invitations to Christ and to the church.

Alternatively, if your church has room in its outreach budget, *The Way* may be printed as a four-page hard copy on 11x17 paper (folded) and posted to your neighbors around the church. This is how *The Way* began at Seventh Reformed Church, Grand Rapids. A mailing of 3,000 copies can cost as much as \$1000 per issue (paper, ink, and postage). Even if your church cannot afford funds, it is a good idea to have some sample copies printed for the sake of members and visitors without internet access.

Step seven: Connect. To upload to the website, you will need the permission, username, and password from the church oversight/overseers of the website, or, alternatively, *The Way* can be uploaded for you. For the upload:



- Our church family at Little Farms Chapel is pleased to be a blessing to your community. Specifically, we seek to share the good news of Jesus Christ with those around us. Click on the links to the present and past issues of *The Way* for relevant explanations of what is so good about the good news, and for what is on offer to you at Little Farms Chapel. We would be delighted to build a relationship with you and to answer sincere questions which you may have about the Christian faith.
- The Way (December 2021): Stairway (Ladder) to Heaven
 - The Way (September 2021): The Olympics
 - The Way (June 2021): Monarchies in the News
 - The Way (March 2021): Facing Our Fears
 - The Way (December 2020): Advent
 - The Way (September 2020): The Hatred for Jesus

First: Check if the website has a section for outreach. If so, add a tab to the section for the uploads (suggested title, *The Way*). If the website does not have an outreach section, *The Way* can occasion the creation of one. Point clearly on the website to the section or page so that visitors to the website know where they can go to learn of the gospel.

Second: Open your saved PDF (customized version) of *The Way*. Use the “Snip” tool to take a photo of the front page header (see under **Step six: Distribute** to get the idea). If you do not have the snip tool on your computer, free downloads are available on the internet.

Third: Save the photo to your computer. It can be uploaded as media to your website for use there, and reused on your church’s platforms on social media (Facebook, Instagram, LinkedIn, etc.).

Fourth: Once you are happy with the presentation of *The Way* on the website, proceed to link it to your other social media platforms. Simply copy and paste the address and upload the photo to the post. Encourage the church family to share the link to *The Way*. In that way the spread of the gospel is expedited.

Conclusion:

First, do not be overawed. This seems like a lot of information to process, but with every successive edition of *The Way*, the procedure becomes more familiar. Before you know it, it will be at your finger tips.

Second, think of the potential. The parable of the sower teaches us that when we sow generously there will always be seed to land on the good soil. Distribute *The Way* knowing that God has an elect people he is going to bring to himself (Acts 13:48). Since he uses means, pray believingly that God will use *The Way* to draw his elect out of *your* community.

Third, keep at it. We are like farmers waiting for the crop to grow, thanking God meanwhile for the joy of being co-workers with Christ.

May God encourage us all and glorify his name through this partnership in making Christ known.

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