



5 Principles for Writing *Stronger Church Announcements*

Distilled from analyzing **25,000+ church announcement scripts**. A four-minute read from Justin Driedger, Owner of PVA.

Most announcement scripts get about half a second of attention before viewers tune out. The difference between an announcement that disappears and one that actually moves people to action almost always comes down to a few small structural choices. These are the five that move the needle most.

1 Open with the why, never the what.

LEAD WITH THE HUMAN STAKES. LOGISTICS COME LAST.

People don't act because they hear about an event. They act because something in them is named and stirred. Your first sentence is real estate. Don't spend it on logistics.

BEFORE

"We have a women's brunch this Saturday at 9 AM in the gym. Sign up at the connection table."

AFTER

"There's a kind of friendship most women in this church are quietly starving for. Saturday morning at 9 AM, in the gym, we made room for it."

2 One announcement, one ask.

PICK THE ONE THAT MATTERS MOST. LET IT HAVE WEIGHT.

Stringing five announcements together trains the room to half-listen. Your video isn't a community board. It's a directional tool. Each week, move one specific group one specific direction. Less in the script means more in the room.

3 Names beat categories.

SPECIFIC NAMES, PLACES, AND PEOPLE. ALWAYS.

"Volunteers" is invisible. "Mike, in the parking lot every Sunday at 6 AM for seven years, looking for a second person to share Sundays with" is unforgettable. The more particular you are, the more people see themselves in it.



4 End with the next physical step.

AWARENESS IS NOT ACTION. MAKE THEIR FEET MOVE.

"Check the website" and "scan the QR code" are abstract. People move when they know exactly where their feet should go in the next 30 seconds. If your call to action can't be obeyed in the next five minutes, it's too soft.

BEFORE

"Check out the website to learn more or scan the QR code on screen."

AFTER

"Right after this service, walk to the coffee bar. Sarah is standing there with a clipboard. Tell her you saw this."

5 Cut the polite throat-clearing.

STRIP THE WARM-UP. START WITH SUBSTANCE.

"Hey everyone, hope you're having a great Sunday, we just have a few quick things..." loses the room before the real content arrives. The greeting is implied. The message is what people stayed for. Your viewer's attention is most valuable in the first three seconds.

Want every script *scored, upgraded, and audited?*

These five came from our 100-point engagement rubric. Our **Next Steps Engine** scores every script you submit across six categories, sends back an upgraded version each week, and ends each month with a beautiful audit of how your scripts moved. Plus a monthly coaching call with Justin.

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