



**Press Release Template  
Back to Church**

*A good way to get the word out about your church is to expand your communications options to include the local media. Sending out a press release is a very inexpensive way to promote your event. Before you send a press release, it is a good idea to call the newspaper and ask about their editorial deadlines, so your information will arrive on time for consideration. After you have sent the press release, it is a good idea to follow-up a few days later to make sure it was received and to see if there are questions that need to be answered.*

(MONTH, DAY, YEAR)

**FOR IMMEDIATE RELEASE**

For media and press inquiries, please contact:

(CONTACT NAME)

(AREA CODE) (PHONE NUMBER OF CONTACT PERSON)

(EMAIL)

**(CHURCH NAME) to Participate in National Back to Church Sunday on  
[National Back to Church Date]**

(CITY WHERE CHURCH LOCATED, STATE ABBREVIATION) -- [Church Name] is participating in Back to Church Sunday, a national movement of churches to encourage formerly church people to reDiscover church and try it again. According to LifeWay Research, 38 percent of people are receptive or highly receptive to attending church. 82 percent say they would be open to attending church if a friend invited them. But, unfortunately only 21 percent of active church-going Christians invited someone to church last year! [Church Name] is joining with thousands of churches to help change those statistics by inviting everyone to attend church on [National Back to Church Date].

**WHO:** [Church name]

**WHAT:** [Church name] invites former church attendees to rediscover church on Back to Church Sunday.

**WHEN:** [Date, time]

**WHERE:** [Location of church]

**CONTACT:** [Pastor (or primary contact) name, Church Name]  
[Phone number, email]

**About Back to Church**

Back to Church is a resource developed by Outreach, Inc. Back to Church features an interactive website, a Campaign Kit and a booklet called "reDiscover Church: Ten Reasons Why People Leave and Why They Are Coming Back" to help empower members to be inviters.

[www.backtochurch.com](http://www.backtochurch.com) and <http://www.facebook.com/backtochurch>

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