

CHURCH EMAIL CHECKLIST by CLLCTV.org

A Simple Tool for Pastors & Communications Teams

Use this checklist before sending each email.

If most boxes are checked, you're stewarding communication well.

1. FIRST IMPRESSION & HEART CHECK

- Does this email feel warm, welcoming, and pastoral?
- Would a first-time guest feel invited—not confused?
- Does the tone sound like a shepherd, not an office memo?
- Is Christ-centered, not program-centered?

2. VISUAL CONNECTION

- Does the main image include real people from our church?
- Does it reflect worship, community, or service?
- Does it communicate belonging at first glance?
- Is it clear, high-quality, and easy to see on mobile?

3. CLARITY & SIMPLICITY

- Can someone understand the main message in 5 seconds?
- Are service times and locations easy to find?
- Is the layout clean and not cluttered?
- Are fonts and colors consistent with our brand?

4. SPIRITUAL & RELATIONAL FOCUS

- Does this email point people toward Christ?
- Does it encourage connection, prayer, or growth?
- Does it feel personal, not generic?
- Does it reflect our church's mission and values?

5. CLEAR NEXT STEPS

- Is there at least one obvious "next step"?
- Do we guide people toward groups, events, or serving?
- Are links clearly labeled and easy to click?
- Is there a clear pathway for new people?

6. ENGAGEMENT & CONNECTION

- Are social media or online resources included?
- Can people easily watch, follow, or stay connected?
- Does this email encourage ongoing relationship?
- Does it help people engage beyond Sunday?



7. GUEST AWARENESS

- Would someone new understand what to do next?
- Is there a “New Here?” option or welcome path?
- Does the email explain things insiders take for granted?
- Does it reduce anxiety for newcomers?

8. MOBILE CHECK

- Does this read well on a phone?
- Are buttons large enough to tap easily?
- Is text readable without zooming?
- Do images load quickly?

9. LEADERSHIP & STEWARDSHIP

- Does this reflect excellence without pride?
- Does it honor volunteers’ time and effort?
- Does it represent our church well to the community?
- Would we feel confident sharing this publicly?

10. FINAL REVIEW

- Have we prayed over this communication?
- Have we asked God to use it for His purposes?
- Are we sending this in faith, not just habit?
- Are we stewarding attention wisely?

QUICK SCORING GUIDE

After reviewing, ask:

- 8–10 sections strong → Healthy communication system
- 5–7 sections strong → Good foundation, room to grow
- Below 5 → Time for intentional improvement

WEEKLY TEAM QUESTION

Before hitting “Send,” ask together:

“Does this email help someone take one step closer to Jesus and His people?”

If the answer is yes—you’re doing ministry, not just communication.

Like more communications, ministry, and outreach insight? Visit CLLCTV.org.