

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.

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