

CHURCH SIGNS- PART 3

How Bricks Can Finance an Electronic Message Center

Interesting Story

“Our sign is an interesting story,” says Dr. Jim Lavender, the founding pastor of Henrico County’s Discovery United Methodist Church. “It has been very effective and a great thing to have done,” he continues.

Dr. Lavender’s church built a new church sign with money raised through a memorial brick program. Surprisingly, memorial brick programs are underutilized by many churches with highly visible real estate who could quickly raise the money needed to benefit from the exposure provided by electronic signage.

Easy Short-Term Fundraising

Inscribed bricks help organizations of any size raise funds for marketing. Special memorial bricks are ordered for about \$25 a brick and members usually give up to 10 times their cost leading to very successful fundraising campaigns. Once the sign is purchased and installed, the memorial bricks become a permanent part of the sign’s foundation, making a lasting memorial to the names inscribed.

“Our memorial brick campaign was a huge success,” explains Dr. Lavender.

“The sign cost about \$45,000 and we were able to assemble funds in two weeks,” he says “We are not a really strong church financially and this was a significant surprise!”

24-Hour Advertising Made Possible

“Churches all over the country are discovering how creating excitement out by the road translates into increased membership, a more connected community, and an appeal to the youth of your town,” according to Stephen Cook in his article in *Religious Product News* titled **Transitioning to 21st Century Church Signage**.

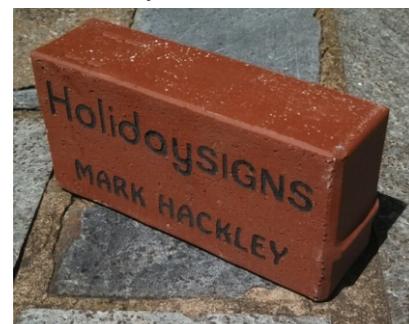
It’s really neat to see the sign doing it’s job twenty-four hours a day broadcasting events to the community, and then walking up close and reading all the names of those both past and present who made such an effective evangelistic device possible.

“I strongly recommend this kind of stewardship program for other churches, regardless of size,” emphasizes Jim.

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Dr. Jim Lavender, Senior/Founding Pastor
Discovery United Methodist Church



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