

Church Email Marketing: How to Craft Effective Campaigns That Grow Your Ministry

June 30, 2025 by [Pastor Dre](#)

We are living in a time of endless scrolls, but one tool still holds the power to deeply connect, encourage, and mobilize your church community—**email**.

If your church isn't actively using **church email marketing**, you're missing a powerful opportunity to engage your congregation, follow up with visitors, and even reach new people with the Gospel.

In this post, we'll show you how to create impactful email campaigns for your church—and why **Selzy** is our top recommended platform for doing it.

🔥 Why Church Email Marketing Still Works

You might be wondering, “Is email really still relevant?” Absolutely.

- 📧 **99% of email users check their inbox every day.**
- 📊 Churches that use email effectively see higher engagement on Sunday services, events, and online content.
- 🙌 It's one of the most cost-effective tools in digital ministry.

With email, you're not fighting social media algorithms. You're communicating directly—right into someone's inbox.

5 Tips to Craft an Effective Church Email Campaign

1. Start with a Clear Goal

Is this email to encourage, invite, inform, or inspire? Be clear on the purpose before you write. A focused goal keeps your content clear and impactful.

Examples:

- Announce a sermon series
 - Promote a worship night
 - Send out a devotional or prayer guide
 - Follow up with first-time visitors
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2. Write Like You're Talking to a Friend

Drop the jargon. Keep it warm, friendly, and authentic—like a personal message, not a corporate memo.

- ✓ Use first names with personalization
- ✓ Keep sentences short and conversational
- ✓ Add a touch of personality or faith-based encouragement

3. Add a Strong Call to Action (CTA)

Every email should ask your reader to take one next step:

- 👉 RSVP to an event
- 👉 Watch a sermon
- 👉 Sign up for a small group
- 👉 Download a resource

Make the button or link bold and clear. One CTA is better than five.

4. Use a Clean & Mobile-Friendly Design

Most people open emails on their phones. Make it easy to read:

- Use large, legible fonts
- Include space between sections
- Break content into bite-sized chunks

Bonus Tip: Always **test your email** on mobile before sending.

5. Send Emails at the Right Time

For churches, the best send times are often:

- **Tuesday or Wednesday mornings**
- **Fridays with weekend event reminders**
- **Sunday evening follow-ups or devotionals**

Track your open rates and adjust based on your audience's behavior.

Why We Recommend Selzy for Church Email Marketing

There are a lot of email platforms out there—but for churches and ministries, we recommend [Selzy](#).

Here's why:

- ✓ **Easy drag-and-drop builder** – no coding required
- ✓ **Build your own email templates** to save you time
- ✓ **Affordable pricing** (perfect for small ministries)
- ✓ **Automation tools** to follow up with guests and volunteers
- ✓ **Detailed analytics** to help you improve over time

Whether you're new to email or upgrading your current system, **Selzy makes it simple, effective, and ministry-friendly.**

Final Thoughts

Church email marketing isn't just about sending announcements—it's about building digital discipleship, nurturing spiritual growth, and staying connected during the week.

Start simple. Be consistent. Use the right tools. And always keep Jesus at the center of your message.

Ready to Grow Your Church Through Email?

Try **Selzy** today and start crafting emails that move people—from the inbox to deeper connection with Christ.

If you have questions, please type them in the comment section below.