

Missionaries communicate to their supporters in a wide variety of ways. Here is a side-by-side comparison of some of the pros and cons of the most popular forms of communication. How does your preferred communication method stack up?

<b>Type</b>	<b>Pros</b>	<b>Cons</b>
<b>Newsletter (hardcopy)</b>	Easy to pass around, post on a bulletin board, or place on a coffee table; easy to read (if formatted well); generally a favorite of elderly supporters; high level of content security	Distribution (mailing) is cumbersome and expensive; high cost of printing
<b>Newsletter (electronic as attachment)</b>	Simple and cheap to distribute; easy to read (if formatted well); easily printable (if necessary)	Elderly supporters may prefer hardcopy; not all computers are able to open the attached files
<b>Email service</b>	Distribution is simple once you get set-up; several free options available; formatting is simple (choosing a template)	Elderly supporters may prefer hardcopy; layout and amount of information limited by formatting options
<b>Email (regular)</b>	Simple and cheap to distribute	Difficult to read; no formatting; some email providers include ads in the emails; not visually appealing
<b>Blog</b>	Simple and cheap to distribute; easy to format; easy to assemble (can keep the same layout each time)	Lack of security because anyone can access content; impersonal (not just for your supporters); readers must be highly motivated to go find updates; not practical for longer updates
<b>Personal web page</b>	Highly customizable; wide variety of options for posting pictures, videos and updates; central location information and communication	Difficult and time-consuming to maintain; may be expensive; lack of security because anyone can access content; impersonal (not just for your supporters); readers must be highly motivated to go find updates
<b>SEND web page</b>	SEND maintains and provides support; supporters can donate to your ministry online; your news updates appear throughout the website; supporters can also find useful resources	Limited layout options; takes time to learn how to use it; lack of security because anyone can access content; impersonal (not just for your supporters); readers must be highly motivated to go find updates
<b>Video</b>	Highly engaging if done well; can say a lot in a short amount of time; low-intensity for viewers (reading takes more effort)	Difficult and time-consuming to produce; distribution can be costly, limited by size, or cause a security-risk; impractical to do regularly
<b>Facebook</b>	Simple and cheap to distribute; no formatting required; you can post a wide variety of files—pictures, videos, links	Impractical for longer updates; only friends can access it; too casual for official ministry updates