

PUBLICITY

You've recruited group leaders, picked the dates for your first Single & Parenting group and made arrangements for a place to meet. Now you're ready to invite people. This section will guide you in effective ways to spread the word about your Single & Parenting group.

PUBLICITY – THREE MOST POWERFUL TOOLS

These publicity vehicles are the most effective tools at your disposal to bring people to your Single & Parenting group. Best of all, they cost nothing to use.

Make these your first priority; then try other options listed in this section.

1 REFERRALS BY PEOPLE IN YOUR CHURCH

Almost everyone knows a single parent; it may be a friend, family member, neighbor or coworker. People may desire to help that single parent, but they do not know how. If you make people in your church aware of Single & Parenting, they can share the information. You've given the people in your church an effective ministry tool.

2 REFERRALS BY YOUR SINGLE & PARENTING PARTICIPANTS AND "ALUMNI"

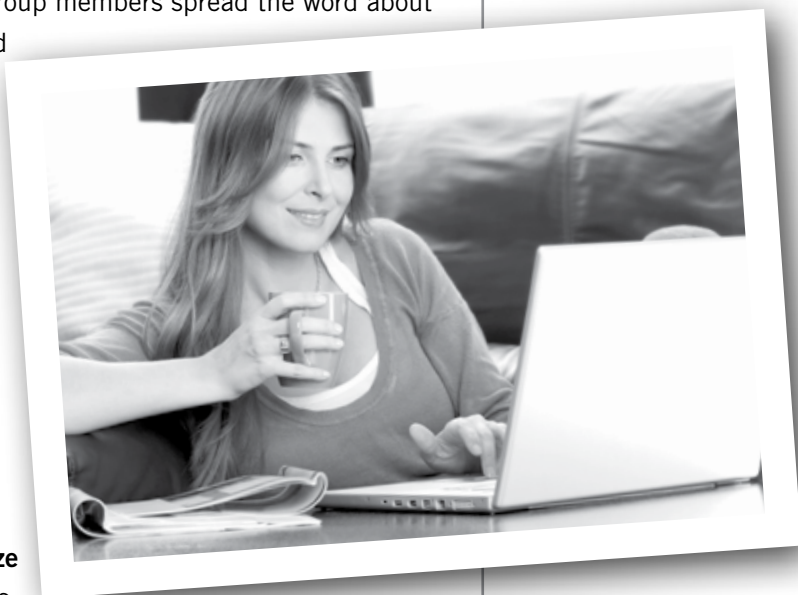
People who've been through your Single & Parenting group will become active recruiters for you; first-person testimonials are highly effective. Each Single & Parenting workbook contains a perforated **Invitation Card** to help group members spread the word about your group. Encourage them to use this card and to bring other people to upcoming sessions. The key to maintaining referrals from your alumni is to be sure they know when your sessions are scheduled. This section offers suggestions on staying in touch.

3 "FIND A GROUP" ONLINE SEARCH ENGINE

The Single & Parenting website includes a search function to help people locate groups across the US, Canada and in other countries. Thousands of weekly visitors come to the site. For maximum visibility, you'll need to **customize your online listing**, creating a link to the details of your program, such as contact details, times, dates, child care, etc.

Go to www.singleandparenting.org/leaderzone, My Church section, and follow the guidelines on that page.

NOTES



NOTES | FREE PUBLICITY

■ CHURCH WEB PAGE

Create a web page dedicated to your Single & Parenting ministry. Be sure to embed one of the promotional videos. Include contact information and how to register for your group. And don't forget to create a link to www.singleandparenting.org where single parents can find helpful tools and information!

■ CHURCH BULLETIN ANNOUNCEMENTS

Bulletin announcements serve two purposes. First, they let people attending your church know of the availability of a single-parent care group (remember, this is one of the most powerful publicity tools you will have, so maintain high visibility within your church).

Second, single parents will sometimes slip in and out of church services without letting anyone know of their situation. With bulletin announcements, at least you have the opportunity to let them know about your group.

Run bulletin announcements for six weeks before the beginning of each new Single & Parenting group cycle. If your bulletin includes a weekly calendar, include a Single & Parenting listing every week your group meets. Remember, Single & Parenting groups are designed to be "open," meaning that people can begin attending at any point.

You can download bulletin inserts at www.singleandparenting.org/leaderzone in the Promotion Tools section.

■ PROMOTIONAL VIDEOS

Use the promo videos to show to your church during Sunday morning announcements, Sunday school classes, evening services, Bible studies and other small group venues. Post on your church website.

The promo videos are located on Disc 5 included in your Single & Parenting kit. The videos may also be downloaded from the Single & Parenting LeaderZone at www.singleandparenting.org/leaderzone in the Promotion Tools section. At that location, you will also find an online version of the promo videos, along with instructions on how to embed the videos on your church website or other internet pages. You will also find versions of the promo videos that you can download and burn to a DVD (so that you don't have to circulate your Leader Training Video disc).

■ ANNOUNCEMENTS BY YOUR PASTOR

During your Sunday or weekday services, ask your pastor to make an announcement encouraging church members to invite single parents they know to come to the Single & Parenting group (have brochures available for people to give out).

■ CHURCH NEWSLETTER OR E-LETTER

Include details about your Single & Parenting group in your church newsletter or e-letter. Often, the newsletter or e-letter format gives you the opportunity to feature more information than is possible in a Sunday bulletin. Newsletter/e-letter coverage could include a feature-style story about your Single & Parenting group or a display

The promo videos provide an effective way to spread the word about your Single & Parenting program. Look for creative ways to use them!