



Promotional Ideas

All items included in this packet are reproducible. The following ideas are merely suggestions for using the enclosed posters, news releases, brochure and clip art. Feel free to use your creativity to increase awareness of your *Joy of Living* Class.

- ❖ **Send a brief news release to the Religion Editor of your local newspaper** – this is usually free of charge. Be certain to include date, time and a number to call for further information. Included in this packet are several sample news releases. You can use these by inserting your information into the blanks, or you may write your own. You may find it necessary to submit your news release every week for them to continue to include your information in their weekly listing.
- ❖ **Christian radio stations frequently broadcast announcements of local upcoming activities free of charge (i.e. Christian Calendar of Events).** Call your local station to obtain details for submitting your class information. The same news release you submitted to the newspaper may be appropriate for submission to the radio station. You may have to submit your information every week (or every month) for them to include your information on a regular basis.
- ❖ **Create a web page for your group, and/or list your group on other web resources.** For example, your church may have a web page listing various ministries of the church, and may also have a web-based calendar in which your meetings can be entered. Many of the other ideas listed on these pages may also have equivalents on the internet (i.e. web pages sponsored by newspapers, radio stations, etc. may allow you to post information.)
- ❖ **Many communities have a Christian newsletter or circular that lists a calendar of events.** Check the yellow pages for the telephone number (your church office may be able to assist you in locating a phone number). Again, you may be able to use the same news release that you submit to the local newspaper.
- ❖ **If your group is interdenominational, many churches will include your announcement in their bulletins.** You may want to contact various pastors or do a mailing to local churches announcing the Bible study. A phone call is generally more effective than a letter. Offer them a copy of your news release and a poster to place on their bulletin board. If your budget allows, you may want to offer them a quantity of the Class Promotional Brochure containing your information.
- ❖ **You may insert your class information on the Class Promotional Brochure,** then have it copied (two-sided) and folded. The brochure may be used in a variety of ways: insert in the church bulletin, hand it out at your church or even in store parking lots; place a stack on the information table at church or any other public place that will give you permission.
- ❖ **Laundromats and grocery stores often have a bulletin board for public notices.** Post a colorful flyer inviting visitors to your study. The enclosed posters are reproducible and may be copied on plain or colored paper. Again, be certain to include date, time and a number to call for additional information.

- ❖ **Place a poster on your church bulletin board.** Give a poster to each member of the class. Ask them to place it on the bulletin board of their church or give it to a friend.
- ❖ **Contact the Women’s Ministry or Christian Education department of local churches.** They may know of individuals interested in a community-wide Bible study. Offer them a copy of your news release, a poster and some brochures.
- ❖ **Use the clip art to draw attention to items** placed in church bulletins, or create small hand-outs to be placed in the bulletin or distributed to the congregation.
- ❖ **Let your local radio station know that you or another speaker from your group would be available for an interview.** You may want to have several suggested questions written for the interviewer to ask you. Keep in mind what you want the listeners to know and write questions so that your answers would give the information.
- ❖ **Create an information packet** to pass out to members of your congregation, or include in a mailing. Your information packet could include:
 - , a brochure or flyer (the small poster can be used) giving information about the class (when, where, what course, teacher, number to call for more information, etc.)
 - , registration form
 - , and, to encourage those who think the study may be too difficult or take too much time; you might complete a lesson and run copies of the completed lesson (*Joy of Living* grants permission to copy for promotional purposes). Many professional duplicating companies have what is known as “spot color.” For a few cents more per page answers can be copied in a different color (if needed, contact the *Joy of Living* office for written permission).
- ❖ **Have a registration table** set up before and/or after church services.
- ❖ **Ask your pastor to announce the study**, or allow you to speak briefly to the congregation about the study. If possible have those who have attended a *Joy of Living* class share how the class benefited them. Try to do this at least four weeks in a row.
- ❖ **Plan a special “dinner” or “dessert” time** specifically designed to introduce the study to individuals that might be interested. After explaining how the study is going to be done, break up into small groups, have them look up a few of the questions then discuss the answers, just as you would in class. This will give them opportunity to see how easy and how beneficial the study will be. Have registration sheets available for them.
- ❖ Encourage those who have attended a study, or plan to attend, to bring a friend.
- ❖ If you are able, or have the volunteers, **make telephone calls** inviting members of your church to attend the study.

The more people see and hear about the study, the more likely they are to attend. Most important of all—pray, pray, pray. Enlist others to pray for the class as well, asking God to draw people to your class.