

HOW TO PROMOTE YOUR EVENTS

REFER TO OUR MEDIA PAGE

- Download our videos to assist you in promoting your event.

3-4 MONTHS PRIOR TO EVENT

- Social Media: Begin sending brief announcements to your followers.
- Develop a committee of people to help you promote.
- Send flyers/contact surrounding churches to attend. This will help fund the event.

2 MONTHS PRIOR TO EVENT

Marriage Mentor Training:

- **Inviting couples from your church**
 - a) Consider offering the mentor training to all couples in your church. Often the mistake is made of inviting only couples you feel are “qualified”. The problem with this approach is those couples are often over-committed already. Offering the training to your entire church will help you discover new volunteers who will be eager to be used in this way.
 - b) Send personal emails/invitations to couples you think would be great mentors. Invite couples who have a healthy marriage and a healthy walk with God and want to help mentor other couples in need. Coming to the training does not obligate them to anything.

Use this script as a guideline when inviting couples to the training.

“If you have a healthy marriage and a healthy walk with God and want to learn how to help other couples in need, sign up for our mentor training scheduled on (date). Signing up does not commit you to anything.”

- **Mentors are screened using three filters**
 - 1) Each mentor is required to fill out our Couples Survey. They should score 50% or higher in each category in order to proceed as mentors. Leaders will have access to the mentors survey results as a screening filter.
 - 2) After the training, couples are asked to pray for discernment before committing to be mentors.

- 3) Each couple must have the blessing of the leadership in order to proceed as mentors.
- 4) Couples who attend the training may discover (through taking the survey) that they could benefit from getting mentored prior to being mentors. If this is the case, most often they opt out of being mentors on their own accord.

Marriage Seminar:

The senior pastor should promote the event and encourage couples to bring a neighbor or friend. The senior pastor is encouraged to attend. This has great benefits and is known to increase attendance by 30%.

1 MONTH PRIOR TO EVENT

- Show video clip **each week.**
- Put in the bulletin weekly and on the church website.
- Post flyers (Download templates at daretobedifferent.com. Click on Media tab).

GENERAL GUIDELINES

- Try to limit other church events prior to and following the event. This gives the congregation less options, which creates better attendance.
- Ask your committee to help you reach out to other churches in the community.

Contact us for any questions regarding promotions.