



## Advertising Women's Ministries | Handout

### *Women's Ministries - Leadership Certification Program*

The line of communication for women's ministries is important for both in-church and public awareness. Long range planning is essential for both.

### **Various Methods of Advertising**

1. Social Media
  - Pick one or two platforms based on your audience
  - Be consistent
  - Keep it interesting with photos and videos
2. Print
  - Bulletin inserts
  - Flyers
  - Posters
  - Community newspapers/magazines
3. Speak
  - Making announcements at church services and other functions
  - Speaking to community groups and service clubs
  - Participating in radio and television community service and "special and spot" segments
4. Reach out to your Community
  - Public service announcements
  - Newsletters
  - Community Events
  - Booth display
  - Banners
5. Advertise Through Your Personal Community Involvement
  - Nothing advertises as well as what you do!
  - Become involved with your community
    - Join groups which promote the arts
    - Self-improvement groups and service clubs
  - Be a volunteer
    - Homeless shelter
    - Hospice



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**The following information should always be included, no matter what form of advertising you use:**

- Who?
- What?
- When?
- Where?
- Why?

### **Principles to Remember**

- For Women's Ministries to be completely effective, you need to reach out beyond your own church family and serve the community, offering programs and personal services needed by women.
- Be aware of your audience. Determine what will interest the secular mind, as well as the spiritual.
- Be sure to do research and brainstorming with people in your community to discover local needs before selecting your programs.
- Record keeping is an important part of advertising. Keep accurate records, telephone numbers, email addresses, and contact names.
- Dress appropriately when meeting contact people or when manning booths, etc.
- Because Women's Ministries is a woman's group, if you are interviewed and questioned about the role of women, make statements that show value for both genders. Being *for* women does not mean being *against* men.