



*No one lights a lamp and then puts it under a basket.
Instead, a lamp is placed on a stand, where it gives light to everyone in the house.
In the same way, let your good deeds shine out for all to see,
so that everyone will praise your heavenly Father.*
Matthew 5:15-16 NLT

Get the Word Out about Your Peace after Divorce Workshop!

You want to let people know that you are offering this workshop, and you want to tell them why they would want to come. They need to know it has helpful content for the real issues of recovering from divorce, is Christ-centered with spiritual support, and is a safe place. You'll be happy you made the effort to promote the workshop when your efforts pay off and a nice group shows up the first session.

So how do you let people know about the opportunity to be blessed by attending the Peace after Divorce Workshop?

In Your Church:

- Capitalize on whatever channels your church has for announcing the ministry.
 - Bulletin announcement, emails, newsletters and other written announcements are all great.
 - Sunday morning announcements are prime.
 - Your launch package includes a downloadable video promo. If your church is set up for videos during worship play the promo on Sunday morning.
- Face-to-face is one of the best ways to let people in your church know that the workshop is a helpful educational class and a safe place to come. It is a positive place about healing.
- Utilize the downloadable Peace after Divorce brochures and flier/poster. Each includes room for you to add your own workshop information. Put these in obvious places in the church and the community.

In Your Community

- Network within your church community and seek outreach help from counselors, school counselors, attorneys, or others who may be able to help you get the word about your workshop to divorced and divorcing people. Word of mouth is very important.
- Notify other churches in your area and tell them you have a workshop that may help their members. Ask them to announce your workshop.
- Get another church to co-sponsor your workshop.

- Utilized your church's website. Post an announcement and the promo there. Be sure to include a contact link so that people who have questions can contact you.
- Utilize social media. Announce the workshop, dates, and contact information on your Facebook page. Ask all of your friends to share the announcement with their Facebook friends. Tweet about the workshop and get others to do the same.
- Look in your local newspaper for a calendar of community events. It will likely tell you how to submit an event by email or on line. Follow their directions giving the what, when, where of your event as well as contact information.
- Radio stations and even TV stations run a certain number of Public Service Announcements for free. Find out how they want information submitted. It is usually by email or an online form. They won't likely respond, and they will run it at their convenience, but hey, it's free! Send it to secular and Christian stations.
- Contact divorce attorneys, counselors, and singles groups in your community that need to know about your workshop.
- Once you've completed a session, keep a list of past participant email address and notify them of any future *Peace after Divorce Workshops* so that they may return if they wish. Also ask them to tell anyone they know who may be interested.

Well that's a lot of ideas about how to let people know about your workshop. Do what you can for your first workshop series and add other outreach activities for other workshop series. See what works best for you. Get as many people as possible involved in your outreach activities to expand your reach and create a network of communication about your ministry. God Bless!