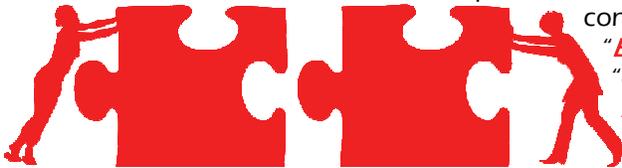


# Communications

October 2016



Communications has been defined as a person sending a message to another individual with the conscious interest of evoking a response.



*“Effective communication,”* another definition says, “exists between two persons *when the receiver interprets the sender’s message in the same way the sender intended it.*”



Are you tired of the tried and true publicity efforts such as putting fliers in the church bulletin/newsletter?

**Freshen it up and stay relevant by reaching women with these ideas:**



- ⇒ **Start a Facebook page for your women’s group.** Start “friending” women in your church and get the word out through social media. If you’re not savvy with web technology, invite a younger woman to handle this for you.
- ⇒ Ask the church secretary to **create an “email address group” of all the women in your church.** You can send monthly information about your meeting, such as: program highlights, projects, etc., and extend a warm invitation to join you.
  - ⇒ If your church has Power Point, **make an AB Women’s Ministries’ presentation.** Add photos of your women’s activities. Show how interesting and exciting your activities are. Update information and pictures often.
- ⇒ **Make labels for small water bottles with all the information about your next meeting.** (“Quench your thirst for worship, service and fellowship at ...”) and have available at a church dinner.
- ⇒ **Put program information on a colorful wrapper for chocolate bars.** (“Discover how sweet it is to serve God’s world at ... ”)
- ⇒ **Tape information to a bag of trail mix.** (“We’re nuts about God and you! Join us at ...”)
- ⇒ **Put Chex mix in a zip-lock snack bag and tape information to the bag.** (“We are CHEXing to make sure you know you are invited to ... ”)



Word of mouth can be a powerful tool! You are the key to getting your ladies excited about inviting others.

Several ideas adapted from “womensministryleader.com.”

