

# Communications

April 2013

## RANDOM ACTS of Promotions

*There are a variety of ways to show your ministry is active and engaged, many that could easily "piggy-back" on other events in the church or community. Brainstorm creative ways to highlight your ministry to inactive women in your church. The following are ideas you might consider trying.*



✝ *Have the group all wear a women's or girls' ministry t-shirt to church or community events – it's a conversation starter!*

- ✝ Plan humorous skits for Sunday morning announcements or other church events to invite women and girls into the ministry.



✝ *Hand out flowers or another small token gift to women and girls following church on Sunday, with a tag attached promoting your women's and girls' ministries.*

- ✝ Create business cards for the ministry with the name of the ministry, regular meeting times and location, a line from scripture or a

tagline that aptly describes the main focus of the ministry, and contact information. Be sure everyone in the ministry has several cards and encourage them to hand these cards out when they meet women they think may benefit from engagement in your ministry.

- ✝ *Plan "Each One Reach One" Sundays when each member of the women's ministry invites a new or previously inactive woman or girl to lunch, coffee or tea.*



- ✝ Send greeting cards to new members with a flyer, web address, and other information about the ministry.

*There are many ways to be an inviting, welcoming and visible ministry - be creative.*

*From The Guide: Promoting Your Women's and Girls' Ministries, AB Women's Ministries, 2011*