

## Ideas for publicising events more widely

Encourage leaders to attend and tell others they are doing so (lead from the top/by example!)

Ask your pastor/leader to make regular announcements in church services. Make sure they are very positive and upbeat in tone. You could briefly interview a couple up front who have done a seminar before and ask them about their experience. Questions like:

*What did you think before going to the seminar?*

*What was the day together seminar (or other event) like?*

*What would you say to anyone thinking of coming?*

Send personalised invitations to people in your church/organization.

Place a written notice in your church bulletin/organisation's newsletter.

Set up a manned information table at your church/organization and keep a note of those showing interest to follow-up.

Use church/organisation website.

You could put leaflets / posters in public places e.g..shopping centres, local libraries, doctors/dental surgeries, gyms, clubs, nurseries and schools. Leave brochures on shop counters.

Advertise in local papers – this can be extremely effective with a short editorial.

Local radio.



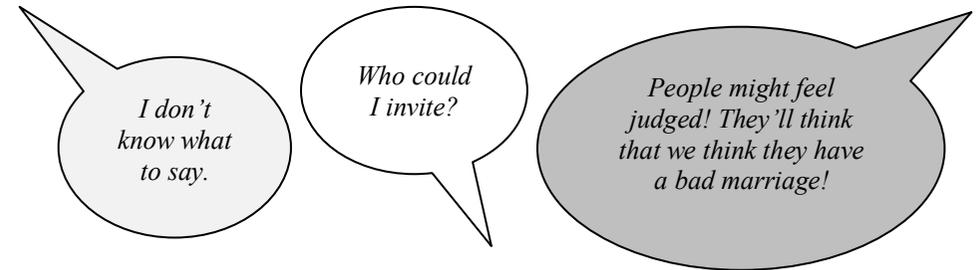
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## Inviting people to events



We know from feedback that people come to FamilyLife events because someone has invited them but for many of us it can feel outside of our comfort zone to invite people. **This leaflet is intended to help you have greater confidence to invite people and give you tips on how to do it.** On the back are lots of ideas on publicising events more widely for those who want to do that.

Firstly, you can be confident that people who come will benefit. Feedback from past events tells us again and again that **“every couple in the country should do this”**. By inviting people you can be part of changing lives and relationships! Even those who come reluctantly leave the seminar feeling they have had a very valuable and enjoyable day. **Below are three simple steps and a few tips to help you invite people:**

You might want to keep this leaflet in a safe place for future reference.

### 1 Consider who?

Think and pray about people to invite. Don't prejudge or dismiss any names too quickly. Consider your sphere of influence: friends, neighbours, church fringe, work/study, sports/leisure, mums & toddlers/school gate, shops/deliveries or workmen. They could be people you know well, or just acquaintances. Write down their names...

## 2

### Then pray

Ask God to help you invite them, to give you the courage to take the initiative and to open their hearts and minds.

## 3

### Personally invite people

Here are some ideas:

- Take the initiative and tell people about the seminar face to face. Saying you're going really helps. Ask something like... "I think it looks really good and worth giving up one Saturday for. Would you like to come...here's a brochure?"
- A recommendation from a man is very powerful...tell the men how much their wives will love them for it!
- Point people at the FamilyLife website [www.familylife.uk.com](http://www.familylife.uk.com) or facebook page to see the video of testimonials.
- Reassure people that the seminar or event isn't about therapy or anything embarrassing - there's NO GROUP WORK and it's about making good marriages better. Be familiar with the positive promotion messages (overleaf).
- If childcare is an issue see if you can find someone to help – relatives, friends?
- Give an information brochure. Put a card or post-it note with it with something like...

Follow-up face to face or over the phone and ask them if they have had a chance to look at the brochure and whether they would like to come. They will be expecting you to call if you've said you would. Be confident because people will be interested.

*Thought this looks really interesting. We've heard it's very good! Would you like to come? We'll phone you in a couple of days to see what you think.*  
Mike & Sara

Remember that 'success' in inviting is taking the initiative to give someone an invitation, getting back in touch to see if they can come and leaving the results to God.



### Positive messages to share

Here are some ideas of positive things you could say to people...

**Relationships are precious and need to be nurtured.** People service their cars and look after their gardens... so why not invest in your marriage / relationship?

This **seminar is accessible for all couples** whether married, living together or engaged. There is no assumption that people are Christians although some openness to Christian values based on principles in the Bible would be helpful.

Through this seminar **a good relationship can be transformed** (with God's help) into a great one. Naturally the seminar also helps those who have only been together a short while to lay strong foundations and there will be **help for those who are struggling too.**

**Putting God's word into practice** is part of every Christian's growth (see Matthew 7:24-27). This seminar will give delegates the opportunity to do that.

It is important to **dispel any negative ideas.** Many couples will be concerned that they may be put in an embarrassing position or feel judged. This will not be the case. Make sure that people know that there is **no sharing in public or in groups.**