



# GROUP **PROMOTIONAL IDEAS**

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## **Digital & Church Announcements**

- Create digital slides with a summary of the study, schedule, and registration method, including the deadline. Provide these to your church or sponsoring organization.
- Request that the study information be included in the church's email newsletter and website.
- Ask permission to play the GOTW promo video during a Sunday service and/or invite former GOTW members to share their experiences and how the study has benefited them. Coach anyone you plan to interview in advance to help them make the most of the opportunity and be mindful of any time constraints.

## **Personal Invitations & Outreach**

- Personally invite past GOTW attendees, co-workers, and neighbors through calls or emails
- Share the invitation with leaders and encourage them to invite people in their sphere of influence. Include the meeting schedule and registration method in all invitations.

## **Social Media**

- Use social media to promote the study and encourage engagement.
- Provide an email address for questions and further information.

## **Church Lobby Promotion Table**

- Set up a table in the church lobby (ideally manned by a knowledgeable GOTW leader on Sundays).
- Include:
  - A copy of the study for people to browse
  - A printed summary of the study
  - Registration details and book ordering information (if applicable)