

## ONE

# Advertising and Promotion

### **AGOODTIP...ANDAWAITER/WAITRESSCARD**

Single adults frequent restaurants often. And in many communities, the majority of the waiters and waitresses are also unmarried. Here is a creative idea to encourage your single adults to reach out to the single restaurant employees in your area.

Encourage your singles to leave a card (see below), along with a good tip—after being friendly and courteous to the server throughout the meal. This card expresses appreciation, reflects special interest and attention to their profession, and invites them to participate in your singles ministry. This type of target group advertising and outreach can be highly effective, especially with single adults.

Distribute an adequate supply of these cards to your singles. The typical single adult probably eats out at least twice a week. When you multiply that by the number of singles in your group, there is the potential for tens or even hundreds of prospects touched within a week's time. Imagine the impact also of a waiter/waitress continuing to see, week after week from different people, these cards left on the table—it raises the visibility and enhances the impression of your church and singles ministry.

What if you're not sure your server is single? Look at the ring hand without being obvious. The risk of being occasionally wrong is worth the impact of more often being right. Most married servers would not be offended anyway. A good tip covers a multitude of blunders! Besides, you could print on the card, "If you are not single, I appreciate your service and would appreciate your passing this card to a colleague."

### Front of Card When Folded



### Inside of Card When Opened

We'd like to return the favor  
and serve YOU!

Hundreds of single adults just like yourself have Found a place in West Palm Beach where they are guests of honor. We offer a full menu of opportunities for you to make good friends, enjoy new challenges, and try a fresh and healthy approach to successful single living.

For more information and a brochure describing our activities and purpose, contact

### Back of Card When Folded



**Thanks to: the Singles Ministry, First Baptist Church  
of West Palm Beach, West Palm Beach, Florida**

### REACH OUT WITH CREATIVE FLYERS

How do you communicate to the nonChristian singles in your area? Are you catching their attention? Are you speaking in a language that might address their interests, "hot buttons," and felt needs?

Here are some suggestions to consider:

1. Get two or more of your creative-thinking singles together to brainstorm some flyer ideas. How can the information be creative and interesting, not stuffy? (If you have people in your group who work in advertising or marketing, make sure they're a part of your brainstorming team.)

2. Once you have a few ideas, invite some nonChristian singles out for coffee and ask them for feedback. Do your ideas catch their interest, or do they turn them off? Explore their thoughts and perceptions. What kind of messages would appeal to them? Keep in mind who your "customer" is, who you are trying to reach.

3. Fine-tune your ideas as needed, based on the feedback you've received and the specific ministries you offer. Make sure your flyers create interest and help nonChristians see that you are fun, enjoyable people to be around. Then have your flyers printed.

4. Distribute these flyers creatively. Where in your community can your target audience best be reached? At large exhibits and conventions heavily attended by single adults? At popular hangouts or health clubs where you might be able to get permission to distribute your flyers? Apartment complexes? Give flyers to the singles in your church to place on office bulletin boards and in doctor's offices. Explore all the possibilities.

Not only will flyers like these help attract singles to your meetings, but they

will also increase the community's awareness of your group. This in turn makes it easier for your singles to invite visitors because they will have heard of your ministry. Furthermore, those really needing ministry will know how to contact you.

Here are two creative examples of what one church did.

# WALK ON WATER

For FREE lessons  
call

**854-7600**

Or come in person Friday evenings to

## CAREER SINGLES

A single adult group designed for

- Fun, interaction, activities
- Singles in their 20s
- Singles interested in pursuing the spiritual parts of their lives

You are invited to keep dry on Friday nights at 7:30 p.m. with over 150 other singles.

(A map showing how to get to the church)

**South Coast Singles**

(Church address)

# FOR A FREE LIFT

Call

**854-7600**

Or better yet come Wednesday evenings to the

## SINGLES CONNECTION

A single adult group designed for

- Fun, interaction, activities
- Singles in their 30s and 40s
- Singles interested in pursuing the spiritual parts of their lives

Currently 125 singles are getting a lift from me work-a-day-grind on Wednesday nights at 7:30 p.m. Come and join us.

(A map showing how to get to the church)

**South Coast Singles**

(Church address)

The "Walk on Water" flyer (a play on increasing one's faith) was primarily geared to younger career singles. The "For a Free Lift" flyer was geared more to the older single who might be down, hurting, and struggling.

**Thanks to: South Coast Community Church, Irvine, California**

### **SPREADING THE WORD ABOUT YOUR DIVORCE RECOVERY**

If you have a divorce-recovery seminar or ministry, produce a descriptive brochure on your ministry—including brief information on the various topics addressed in your seminar—and send it to all area attorneys, counselors, churches, newspapers, and singles on your mailing list. Also, provide a quantity of brochures to the divorce court, and distribute them at community events such as the annual health fair.

By using these creative approaches, you can broadcast your ministry to the people who need it most: people who are hurting from the pain of divorce and have not made contact with your—or anyone else's—church.

**Thanks to: First United Methodist Church, Wichita, Kansas**

### **START A SINGLES SHOWCASE**

If you want to let others know about your singles group, don't just toot your own horn; form an entire orchestra!

Each year for the past several years, singles groups and resource organizations in one city—about 60 groups in all—have joined forces to present a Singles Showcase. This day-long singles information fair, held on a Saturday, gives all area singles groups and other related organizations a chance to describe their services, programs, and resources to the 1,000-plus singles who attend. To assure a big turnout, the event is publicized in area newspapers and other media.

Consider this cooperative effort in your area. In addition to informing singles of what you have to offer, you will get the chance to meet some of your colleagues in singles ministry.

**Thanks to: Central Singles, Central United Methodist Church, Phoenix, Arizona**

### **PROMOTION THROUGH PERSONAL ADS**

Have you ever scanned the personal ads in your local newspaper or singles publication? If so, you've seen some ads that are interesting or funny, some that are sick, and many that show singles reaching out for a lasting relationship, love and caring.

You can use the personal ads to promote your group's activities. One group used the personals for a "teaser" campaign to promote the showing of Harold Ivan Smith's *One Is a Whole Number* film series (a popular film and video for single adults, available through Gospel Films). The key to the teaser approach is to give

the audience enough to arouse their interest, but not enough information to allow them to make a negative decision.

Here's that campaign in a nutshell.

- **FIRST AD**  
Ad placed—one month before the film series began.  
Number of days ad ran—seven.  
Ad copy—"Harold is coming."
- **SECOND AD**  
Ad placed—twenty-four days before the film series began.  
Number of days ad ran—ten.  
Ad copy—"Harold says, one is a whole number."
- **THIRD AD**  
Ad placed—fourteen days before the film series began.  
Number of days ad ran—seven.  
Ad copy—"If you want to hear what else Harold has to say, be there March 11."
- **FOURTH AND FINAL AD**  
Ad placed—seven days before the film series began.  
Number of days ad ran—seven days (the final week).  
Ad copy—It carried complete information about who Harold was, what the film series was about, dates, times, location, and a phone number for further information.

Throughout the campaign, curiosity ran high. In fact, it ran so high that people in the paper's classified ad office refused to place the second ad until they were told what was going on.

You can do a teaser campaign, too. All you need are:

- Catchy ideas for the series of ads.
- Enough money to pay for the ads (classifieds are one of the cheapest ways to advertise).
- Someone to answer the phone calls during the final week.
- A trained, prepared staff to handle the wide variety of needy, unchurched people who may respond to your ad campaign.

Consider using the personal ads for your next promotion.

**Thanks to: Reno Christian Fellowship, Reno, Nevada**

### **THE DOLLAR BILL ATTENTION-GETTER**

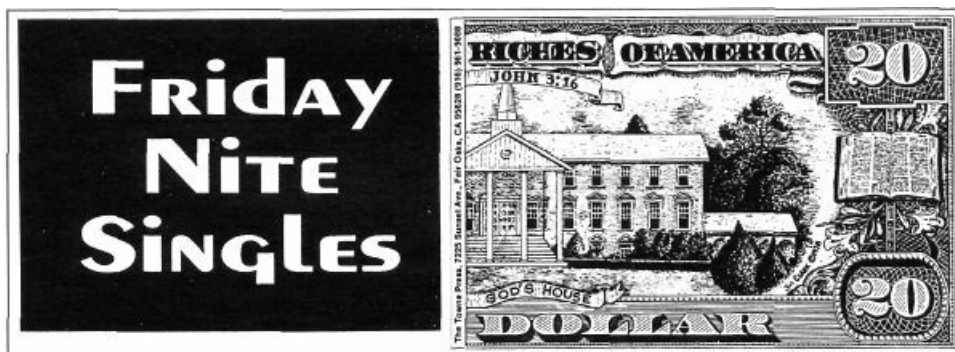
Here is another flyer that has been used with success. Place them where single adults are most likely to find them: laundromats, grocery stores, health clubs, pet

stores, etc. Use the back side for your advertisement. You are certain to get people's attention.

**Front of Flyer When Folded** (Intended to look like currency folded in half.)



**Flyer When Unfolded** (Actual size would be the same as a dollar bill.)



The inside copy for one singles ministry flyer reads: Friday Nite Singles, "The Christian Alternative." The place where singles come together to relax after a busy week and unwind and focus on the Lord Jesus. There is a time of worship and praise as we sing choruses and study God's Word. Then we have an extended period of fellowship, complete with a variety of activities (volleyball, table tennis, movies, pizza nights, and hay rides, etc., plus food and snacks). Activities vary throughout the year. And it's FREE! Once a month there is an exciting concert. It's a great place to meet other singles from our area and develop new friendships. Call or write for a current calendar. Join us every Friday at 7:30 p.m. (The address and phone number are also given.)

*NOTE: Before you use this idea, make sure you check the laws concerning the printing and reproduction of look-alike currency.*

**Thanks to: Friday Nite Singles, Arcade Baptist Church, Sacramento, California**

## REACHING THE NEWLY DIVORCED

What happens to people as soon as they're legally divorced in your city? Wouldn't it be nice if they heard about your singles ministry?

Some singles ministries are pioneering just such an effort. Through an agreement with the local judge's office, a brightly colored card is attached to each divorce decree. The card informs the newly divorced person of the support and sharing available through the church single adult ministry. Here's a sample text:

### SAVE THIS CARD

You may not need it right now, but the (your ministry name) singles group may be just the place for you. We offer single adults a caring family, hot coffee, fun and fellow-ship, child care, Sunday brunch, and discussions on divorce and grief recovery.

For complete, no-strings-attached information about our group and our weekly activities, please call (representative's name) at (phone number). Or contact the church office at (phone number).

You may also want to include a map to your church on the back of the card.

This idea will not be accepted by all judges, but some are anxious to give people a hopeful response to their new divorce dilemma. (You may even want to talk with one or two judges before printing the card to see what wording they would most likely approve.)

You can also distribute your cards through the local "Welcome Wagon" and other community service agencies. Furthermore, since every divorce is recorded in the courthouse, you can often get the names—and sometimes addresses—of the parties to any divorce action. Consider getting this list each month and then sending each person a letter or invitation. This is often the time when people are most open to your friendship and to spiritual support and guidance.

**Thanks to: Singles and Singles Again,  
Central United Methodist Church, Decatur, Alabama**

## JUST A CALL AWAY

If you have a large singles ministry with a lot of visitors, you may want to implement a singles telephone contact line.

It's as simple as going down to the local electronics store and buying a phone answering machine for your singles ministry. Next, you need to keep the messages up to date. Include details on programs and activities for the coming week. Make

sure callers' questions are answered promptly. And keep your phone bills paid at all times!

**Thanks to: The Single Adult Fellowship, Raytown, Missouri**

### "WHAT'S PLAYING AT THE MOVIES?"

Perhaps you've considered buying advertising space in the local newspaper for an upcoming singles event and wondered which section is most appropriate. Should you ask to have your ad appear on the religion page? The city beat? The local events page?

One group has had fabulous results placing their ads in one part of the paper you may not have considered. They insist that their ad appear on the movie page, along with the "R" rated movies. Singles leafing through the movie ads have responded well to this healthy alternative.

**Thanks to: First United Methodist, Orlando, Florida**

### ANSWERING MACHINE BILLBOARD

Do you get angry when you call someone on the telephone and get that frustrating message, "No one is home right now, so leave your name and number and a brief message"?

Well, some singles ministers are turning that darned machine into a ministry communications vehicle. Listen to what one leader told us: "I wanted to go to a movie but didn't have anyone to go with, and I didn't feel like going alone. Since I'm on the program staff of our singles ministry, I thought it would be fun to try some creative ways to get a group together. So I spent the afternoon calling people who had answering machines and left messages concerning the movie, time, and theater location. That evening I stood in the lobby waiting to see who would arrive. Eight of our single adults showed up, and we had a great time!"

So, instead of getting angry, get creative. Use the answering machine to network, set up meetings, and communicate with your people. You can even tell people to expect messages about scheduled events and work out the details on their answering machines.

**Thanks to: College Hill Presbyterian Church, Cincinnati, Ohio**

