

# FAMILYLIFE

## 5 EASY WAYS TO PROMOTE A FAMILYLIFE EVENT IN YOUR CHURCH

Thanks for being willing to tell people in your church about the FamilyLife marriage events near you. You have no idea who you might bless.

Once you've got the OK from church leadership to promote an event we can give you a bunch of different stuff to make your job easier. Most of our promotional materials are available to download from our website, or if you prefer we'll send them to you. Check your material has the correct Event/Date/Venue as there are quite a few.

### 1. Church Bulletin Insert

- Arrange for the correct advertisement to appear in your church bulletin for 1-3 weeks leading up to the event.

### 2. Information Table

(Maybe the most effective part of your promotion)

- Each week set up a small table by the door with a nice tablecloth. Have plenty of brochures on display, some standing up in a holder; and a poster on the wall behind.
- Use your creativity to catch people's attention: maybe a romantic place-setting with a candle burning, or a rose in a slim vase?
- And remember, people attend because someone cared enough to invite them.

### 3. Arrange to Play the Promo DVD in the service

The Promo DVD contains a variety of short video clips (2-3 mins only) that are entertaining. Play a different one each week leading up to the event.

### 4. Powerpoint Slide

Arrange for the Powerpoint slide to be shown and someone 'talk to it' and explain it. (If permitted, we also suggest you tell your church one or two ways that your marriage benefitted when you went. Keep it short.) It's even better to do this after the video has played.

## LORD OF THE RINGS



| lifetime love

## WHAT OTHER KIWIS HAVE SAID

"The instant change in our lives has been a blessed transformation. The impact of this weekend has to be experienced to be understood."

**Co Manager**

"The nation desperately needs to hear this message and our families would be oh so different."

**Surgeon**

"I am considering sponsoring all my branch managers and their wives to attend this conference, as I believe it is so worthwhile."

**Director**

"I've realised that marriage doesn't have to be a struggle to survive. My husband and I have talked about ourselves and our feelings more in one weekend than we have in our five years of marriage. Thank you."

**Wife and mother**

"I really enjoyed the luxurious surroundings for seldom (if ever) do we ever get to stay in a place like this. Our marriage was frayed almost to the point of coming apart. Now we are together and heading in the same direction. It has opened up the communication channels again. We are not church people but we have got a lot of positive reinforcement and guidance for our relationship and our parenting. Thanks a lot!"

**Lab Manager**

"We will be forever grateful of the opportunity to attend 'A Weekend to Remember' conference from which real change has begun in our lives. To this end we give our whole-hearted support to your efforts."

**Architectural Designer**

"I was entertaining thoughts of walking out of this marriage because of tremendous lack of communication. This conference renewed and rekindled our love and helped us to begin to learn to communicate properly. Thank you for saving our marriage."

**Homemaker**

"Definitely inspirational. We are always looking for ways to improve our marriage. We can't wait to put what we've learned into practice. I loved the humour, the honesty and frankness of the speakers"

"Our second visit! Last year we came in isolation - this year as one. FamilyLife put us in the same carriage, the same compartment headed in the same direction. Thank you so much!"

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