

PUBLICITY

You've recruited group leaders, picked the dates for your first GriefShare group and made arrangements for a place to meet. Now you're ready to invite people. This section will guide you in effective ways to spread the word about your GriefShare group.



NOTES

The three most powerful publicity tools

These publicity vehicles are the most effective tools at your disposal to bring people to your GriefShare group. Best of all, they cost nothing to use.

Make these your first priority; then try other options listed in this section.

1. Referrals by people in your church

Almost everyone knows someone dealing with loss; it may be a friend, family member, neighbor or coworker hurting deeply. People may have a desire to help the grieving person, but do not know how to reach out. If you make people in your church aware of GriefShare, they can share the information with a person in grief. You've given the people in your church an effective ministry tool.

2. Referrals by your GriefShare participants and "alumni"

People who've been through your GriefShare group and experienced healing as a result will become active recruiters for you; first-person testimonials are highly effective. Each GriefShare workbook contains two perforated Invitation Cards to help participants spread the word about your group. Encourage them to use these cards and to bring other people to upcoming sessions.

The key to maintaining referrals from your alumni is to be sure they know when your sessions are scheduled. This section offers suggestions on staying in touch.

3. Internet referrals

The GriefShare website includes a search function to help people locate groups nearby. Thousands of weekly visitors come to the site. For maximum visibility, you'll want to customize your online listing, creating a link to the details of your program such as contact details, times, dates, child care, etc. See page 17 for instructions on how to do this or go straight to www.griefshare.org/leaderzone and click on "Customize Online Listing."

Note: To ensure the records stay fresh, we purge all information automatically that has not been updated within six months.

www.griefshare.org

- Register for email Leaders' Forum
- Find GriefShare groups around the world
- Visit the GriefShare bookstore
- Learn more about GriefShare
- Daily email encouragement messages
- Free online leader resources:
www.griefshare.org/leaderzone

The promo videos are located on a separate disc included in your GriefShare kit. (Your DVD set may not have included a promo disc. If you do not have a disc, visit the LeaderZone to purchase this item.)

Show these videos often. It's one of the best ways to spread the word about your GriefShare group.

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CONSISTENCY IS IMPORTANT— PLAN ON REPEATING YOUR MOST EFFECTIVE PUBLICITY TECHNIQUES PRIOR TO EVERY NEW GRIEF SHARE CYCLE

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FREE PUBLICITY

Church bulletin announcements

Bulletin announcements serve two purposes. First, they let people who are attending your church know of the availability of a grief support group (remember, this is one of the most powerful publicity tools you will have, so maintain high visibility within your church). Second, people in the process of grief will sometimes slip in and out of church services without letting anyone know of their situation. With bulletin announcements, at least you have the opportunity to let them know about your group.

Run bulletin announcements for six weeks before the beginning of each new GriefShare group cycle. If your bulletin includes a weekly calendar, include a GriefShare listing every week your group meets. Remember, GriefShare groups are designed to be "open," meaning that people can begin attending at any point.

You can download bulletin inserts at the LeaderZone: www.griefshare.org/leaderzone.

Promotional videos

Use the promo videos to show to your church during Sunday morning announcements, Sunday school classes, evening services, Bible studies and other small group venues. Post on your church website.

Announcements by your pastor

During your Sunday or weekday services, ask your pastor to make an announcement encouraging church members to invite people they know who are experiencing grief to come to the GriefShare group (have brochures available for people to give out).

Church newsletter or e-letter

Include details about your GriefShare group in your church newsletter or e-letter. Often, the newsletter or e-letter format gives you the opportunity to feature more information than is possible in a Sunday bulletin. Newsletter/e-letter coverage could include a feature-style story about your GriefShare group or a display announcement. Layouts are available at www.griefshare.org/leaderzone.

Brochure display

Many churches have a place to display brochures for people to take to find out about church ministries and activities. Encourage church members to take these brochures and pass them on to people they know who are grieving. Make brochures easily available to people in your church and in your group. Pass them out to your Sunday school or Bible study class. Make it simple for them to help get the word out. Have a ministry "meet and greet" table where leaders can pass out brochures and answer questions before and after church services.

You may also be able to display brochures at Christian bookstores, libraries, funeral homes, senior citizen centers, apartment complexes, beauty and barber shops, family estate lawyers' offices, counselors' offices and other locations (use your creativity!).

