

## INVOLVING YOUR CHURCH MEMBERS IN DISCIPLESHIP (PROMOTION)

Becoming more like Jesus is NOT a high priority of Christians, according to recent studies. With that understanding you will want to develop a promotional strategy for your discipleship ministry that addresses these three elements:

1. INSPIRES – Creates an awareness of need; captures attention and leads to a desire for more knowledge, more understanding.
2. INFORMS – Addresses the questions: What? Who? When? Where? How? (Including cost and length of study) that is usually found in announcements.
3. INVOLVES – Motivates; clearly presents gain, value, benefits that the participant will receive. Issues an invitation that addresses the need.

You will want to consider these three basics as you plan to promote your discipleship ministry:

1. Always deliver more than your promise. Word-of-mouth promotion can be the best promotion. Participants will tell others about a good experience. But word-of-mouth promotion can have a downside: Participants in a discipleship experience that does not measure up will also make this known to others. So deliver what you promise—and more!
2. Different strokes for different folks! People respond in different ways. Most need to hear or see something several times in several ways before responding. Consider all of these options:
  - Web pages, email, social media
  - Newsletters, newspapers, bulletins
  - Flyers, brochures, catalogs
  - Posters, banners, bulletin boards
  - Letters, notes and cards
  - Verbal announcements, phone calls, personal testimonies
3. Know your audience. Who are you trying to reach? What will attract their attention? What do you want them to know? Promotion to reach teenagers will look vastly different from promotion to reach senior adults.

Plan your promotional strategy well:

1. Define your space. It must attract the person's attention; give the information needed; and present the benefits to the reader/listener. Space is a terrible thing to waste.
2. Determine your schedule. How early do you need to begin promotion? When do you need to get it to the church office/printer/website? Timing is important.
3. Decide what you will say and how you will say it. How you say it may be as important as what you say.

NOTE: Many discipleship resources have suggested promotion/enlistment ideas. Some even have promotional video segments.