The line of communication for women’s ministries is important for both in-church and public awareness. Long range planning is essential for both.

## **Various Methods of Advertising**

1. Social Media
   * Pick one or two platforms based on your audience
   * Be consistent
   * Keep it interesting with photos and videos
2. Print
   * Bulletin inserts
   * Flyers
   * Posters
   * Community newspapers/magazines
3. Speak
   * Making announcements at church services and other functions
   * Speaking to community groups and service clubs
   * Participating in radio and television community service and “special and spot” segments
4. Reach out to your Community
   * Public service announcements
   * Newsletters
   * Community Events
   * Booth display
   * Banners
5. Advertise Through Your Personal Community Involvement
   * Nothing advertises as well as what you do!
   * Become involved with your community
     + Join groups which promote the arts
     + Self-improvement groups and service clubs
   * Be a volunteer
     + Homeless shelter
     + Hospice

### The following information should always be included, no matter what form of advertising you use:

* Who?
* What?
* When?
* Where?
* Why?

### Principles to Remember

* For Women’s Ministries to be completely effective, you need to reach out beyond your own church family and serve the community, offering programs and personal services needed by women.
* Be aware of your audience. Determine what will interest the secular mind, as well as the spiritual.
* Be sure to do research and brainstorming with people in your community to discover local needs before selecting your programs.
* Record keeping is an important part of advertising. Keep accurate records, telephone numbers, email addresses, and contact names.
* Dress appropriately when meeting contact people or when manning booths, etc.
* Because Women’s Ministries is a woman’s group, if you are interviewed and questioned about the role of women, make statements that show value for both genders. Being *for* women does not mean being *against* men.