

Marriage Seminar Promotion Plans

Reviving Your Romance with Terry & Barbi Franklin

We are very excited about having this event with you! We are seeing many couples grow and establish priceless, life-long habits through these seminars.

By this time, you should have received eight 11x14 full-color posters and a promotional DVD by snail mail. If you have not received these, or the brochure and web link samples and a postcard template by email yet, please request these at franklins@heartfortheworld.com.

******NOTE:** A copy of the “Concert/Seminar Check List” and “Seminar Suggestions” should be downloaded from our Promo Materials page at this time. These will help you with your logistical plans. **We suggest you begin promotions by appointing a “Planning Team”.**

There are many ways to advertise this event. If your church or organization has not promoted an event like this, we suggest you start with the following items (you can add any additional ideas your “Planning Team” comes up with). We highly recommend that promotions start **three months in advance**. Here are ways you can advertise this event at minimal expense:

- Create fliers, postcards, and/or brochures to hand out to potential attendees. If you are interested, full-color postcards can be ordered through our web site - described on our Promo Materials page. A matching template for printing your event details information on the back is available upon request if you have not received a copy by email already. Sponsors can use these postcards for mail-outs and/or hand-outs.
- Put an advertisement link on the front page of your church web site (a sample Ad jpeg can also be requested if you have not already received this). You can link it to the brochure as well as have an additional link to our own web site if someone wants more information about us or our ministry directly.
- Put posters in high-traffic areas of your church as well as key locations around your community with event date, times, location, and contact information (more posters can be ordered as mentioned on our web site Promo Materials page).
- Get volunteer couples involved in planning and promoting the event. As they take responsibility in areas of preparation, it helps to build the excitement among your own church or organization family that will create a successful event.
- Show the promotional DVD to your congregation, Sunday School classes, and small groups. (You will receive a copy of the DVD by mail 3 months in advance of the seminar date - about the time you receive the posters. You can duplicate the DVD, or request more copies from our office.)
- Announce the conference during your regular church services – give an extra personal plug after the DVD is played to motivate and inspire couples to sign up for the event and pick up brochures and fliers in the church lobbies.
- Distribute brochures and/or fliers to all avenues of church fellowship groups including: Sunday School classes, small groups, church nursery, etc., as well as your local Christian bookstores or other appropriate businesses for package inserts and point-of-purchase fliers to pick up near check-out registers.
- Contact other local church leaders to offer posters and brochures for their bulletins and lobby information tables. You may also ask if they want a promotional DVD to play during their services to take advantage of this ministry opportunity for their own

couples. You can also explain group discounts (you can set up a special group rate discount to encourage higher attendance).

- Set up a table in the church lobby during your Sunday services with brochures, signs, and even volunteers to answer questions and generate group registrations.
- Encourage your people to invite friends, neighbors, co-workers, etc. They can take fliers or brochures and use it as an outreach tool for your community. Some couples will come to the seminar even if they don't go to church. We have found the seminars to be an effective way to win the lost to Christ (an average of 10% of all attendees of this seminar are coming to the Lord).
- Promote the conference as a gift to give away for special occasions (anniversaries, engagements, weddings, etc.). Some have given a discount on gift purchases.
- Have conference information listed as a weekly bulletin announcement for at least one month before the event.
- Contact your local radio stations to ask if they will do an interview with Terry & Barbi about one month prior to the event. We will also supply all radio stations with free give-aways to help promote this event. You can also ask stations how you can get on their events calendar and be a PSA (public service announcement) starting one month before the event (Write a short announcement with all the details and contact #'s, your web page, etc. and ask them to add this to their announcements of locally scheduled events).
- Contact your local Marriage and Family Resource Center (if available), as well as local businesses, and see if they or others would like to contribute financially or invest in this event through donations to help financially-challenged couples. There are many family-oriented businesses that would make a donation to an event like this because they believe in the need for strong marriages in your community. Sometimes all it takes is asking. Some might give a gift certificate toward their business's services (eg. dinner for two, overnight stay in a hotel, etc.).
- You might also consider creating a small bulletin with advertisements from local businesses to help fund your event. Your Planning Team can appoint someone to solicit these businesses. The bulletin can go into the Franklins' free seminar packet that is handed out during the seminar to advertise the local family-friendly businesses and give credit to them for their support of family oriented events.
- Gift certificates to local businesses or other gifts your Planning Team comes up with can be given out at the seminar during break time "drawings."
- As the Planning Team gets closer to the event, a "Hospitality Director" can be appointed for the event. Hospitality covers snack and meal options as well as decorations for the venue and a welcoming team. These details add that special finishing touch that will make this marriage seminar appealing for all who attend.
- Most importantly, encourage people in your church to pray regularly for this inspiring event! After all, strong marriages make strong families... strong families make strong churches... communities... nation... and world!

We will be praying for you as you plan for this event. We are very excited about coming! We know God will do so much through our time with you. May God richly bless you!

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