

WORKSHOPS ON BIBLICAL EXPOSITION

PROMOTIONAL STRATEGIES

Thank you for hosting a Workshop on Biblical Exposition for women in ministry. We are excited about the opportunity to partner together and serve the churches in your area by serving local women Bible teachers. Here are some ideas to help you think through the best ways to promote the Workshop in your area.

DATA: IDENTIFYING POSSIBLE PARTICIPANTS

The best way to get commitments is to work through existing relationships, networks, and ecclesiastical connections. We have gathered a list of women who have expressly asked to be contacted about your Workshop; you should add to this list with your own personal contacts. We are eager to promote our Workshops among a wide range of churches in order to represent ethnic and denominational diversity.

Target Audience

For women's Workshops, our target audience is women who lead in regular teaching ministries, including large group instructors, small group teachers, and women's and children's ministry leaders appointed by their churches. They must have the responsibility to teach Scripture regularly. We are not targeting women who consider themselves "church members" who simply want to study the Word better. Nor are we targeting small group "facilitators" at churches. In that case, our target is the leader of the facilitators (falling under the category of "women's ministry leader appointed by her church"). This usually means only one or two women from any given church are qualified to participate—maybe up to four or five women if it is a larger church with multiple ministries.

METHODS OF PROMOTING

Phone Calls and Appointments

The single most effective thing that a host church (specifically the host pastor and Women's Ministry Director) can do to recruit participants is make personal connections. Whether that is meeting for coffee or making phone calls, the highest success method has always been word-of-mouth promotion. The host pastor can reach out to other local pastors to encourage them to send their women Bible teachers. It is important that the host pastor and Women's Ministry Director realize they will need to play an active role in recruitment. Delegating to assistants will not get the job done. However, it might be worth sending out emails in advance of making phone calls and taking appointments.

Getting Others to Help

The majority of promotional work will rest with the host pastor and the Women's Ministry Director. However, we encourage you to think through other local pastors and women's ministry leaders who might help promoting the Workshop. Pastors and women's leaders who have a

known commitment to training are a few ideas of those who you might recruit to help you promote. Simple phone calls to these individuals will help you a lot.

Flyers

If requested, the Charles Simeon Trust can provide an electronic flyer that can be emailed. Often, it is helpful to include a personal letter of invitation from the host pastor or Women's Ministry Director along with the flyer. If the host church is involved in hosting or planning other local conferences or denominational meetings, the CST can also provide a smaller form or black and white promotional flyer.

Websites

Another effective means of communicating is through websites. The CST will create a page dedicated to the Workshop (this is where registration will be) and we encourage you to use that link in electronic communications. It might also be helpful for you to promote the Workshop on your church's website or, if you have the capacity, through your denomination's or network's websites as well.

Emails

One of the most efficient ways of contacting a large group is via email. Email addresses are included in the list we provided and we assume you will have access to others.

Dear [NAME],

We are pleased to be partnering with the Charles Simeon Trust to host a Workshop on Biblical Exposition this coming [MONTH]. Registration is open on the website: www.simeontrust.org.

We would love for you specifically to come to this Workshop. And we would value your help in promoting this event to other Bible teachers you know. Here are some details you can pass along:

- [DATE]
- [CHURCH NAME AND LOCATION]
- [TOPIC (E.G., PREACHING EPISTLES)]
- Cost \$159 (\$139 before [DATE])
- Registration: www.simeontrust.org

Please let me know if I can send you anything more to help get the word out. Thank you!

Gratefully,
[NAME]

SELLING OUT

Many of our women's Workshop locations sell out. This does not mean there is no need to promote! Because we want to reach a diverse group of churches to have the most impact in a region, we reserve the right to reject registrations from churches/organizations who already have five people registered. After registration is full, we will manage the waitlist considering several factors, including order of registration, church representation, church role, and leadership needs.