

# PUBLICITY

## NOTES

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

## The three most powerful publicity tools

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

Make these your first priority; then try some of the other options listed in this section of your Leader's Guide.

### Referrals by people in your church

Almost everyone knows someone who is going through a separation or divorce. They may be aware of a friend, family member, neighbor or coworker who is hurting deeply. They may have a desire to help that person but do not know how to reach out. If you make the people in your church aware of DivorceCare, they can turn around and share that information with a person going through a divorce. You have given the people in your church a ministry tool.

### Referrals by your DivorceCare participants and "alumni"

People who have been through your DivorceCare group and experienced healing as a result will become active recruiters for you. There is nothing more effective than a first-person testimonial. You'll notice that each DivorceCare workbook contains two perforated cards to help participants spread the word about your group. Encourage them to use these cards. You'll also notice that during the video seminars, participants are encouraged to bring other people along with them to upcoming DivorceCare sessions.

The key to maintaining referrals from your alumni is to make sure they know when your sessions are scheduled. You'll find some suggestions for staying in touch with them in the following pages.

### Internet referrals

The DivorceCare website includes a search function to help people locate groups nearby. There are thousands of weekly visitors to the site, and many groups see new participants via this search capability.

[www.divorcecare.org](http://www.divorcecare.org)

- Register for the email Leaders' Forum
- Find DivorceCare groups worldwide
- Visit the DivorceCare bookstore
- Learn more about DivorceCare
- Access online leader resources at [www.divorcecare.org/leaderzone](http://www.divorcecare.org/leaderzone)

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

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To have maximum visibility, you'll want to customize your online listing, creating a link to the details of your program. It is important that each church have an extended listing at [www.divorcecare.org](http://www.divorcecare.org); then, when an individual searches for local churches that have groups, he or she will find details like whom to contact and when the group meets. To create or edit an extended listing, visit the DivorceCare LeaderZone at [www.divorcecare.org/leaderzone](http://www.divorcecare.org/leaderzone).

### Idea:

#### Publicizing alongside DC4K

If your church is offering a DivorceCare for Kids program that will run concurrently with your DivorceCare program, consider publicizing the programs at the same time and in the same venues. You should, whenever possible, create advertisements and mailings that describe both programs.

## 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 divorce support group; bulletin announcements inform church members that there is a place they can refer people to who are going through a divorce. 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 a divorce 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 DivorceCare group cycle. If your bulletin includes a weekly calendar, include a DivorceCare listing every week your group meets. Remember, DivorceCare groups are designed to be "open," meaning that someone could begin attending at any point, not just at the beginning of a new cycle.

You can download pre-formatted layouts to insert into your bulletin from the DivorceCare LeaderZone at [www.divorcecare.org/leaderzone](http://www.divorcecare.org/leaderzone).

### Promotional videos

Three different DivorceCare promotional videos are included in your kit.

- "Trauma" – Hear from others who've been through DivorceCare (2:34 min.)
- "Busy Brian" – Motivates others to tell friends and family about DivorceCare (2:31 min.)
- "Healing" – Why the separated and divorced should try DivorceCare (4:40 min.)

View each one, and decide how you can utilize these videos in your church and community. "Trauma" speaks to the person in separation and divorce, giving an overview of the program and encouraging people to attend. "Busy Brian" encourages church

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