

Suggestions for promoting the course

The responsibility for the promotion of the course is primarily in your hands, though Caleb Ministries will provide you with resources as needed. A little bit of thought and preparation will make the task much simpler and ensure a positive experience. We hope the following information will help you to plan how you will promote the course. Remember if you need some material or assistance in promoting the course, we are available to help you, just call us on 1300 767 444 or email caleb@caleb.org.au.

In order to effectively promote a course we suggest that you will need to use the following major areas of promotion.

Personal Contact

This is the most effective way to get people to sign up for the course. Most people like to be personally invited to attend a course.

Select particular groups of people eg. Welcoming team, small group leaders, and send them a letter, or email, giving them details of what the course is about and when it is on and why they should attend.

Follow this up with a phone call to ensure that they have received and read the original correspondence. You may like to set up a team of people to make the calls, thus distributing the workload.

Given the busy lifestyle of people these days it is best if the original letter was sent out at least 7 – 8 weeks prior to the course with the follow up call a couple of weeks later. This will ensure the dates for training are marked in their diary.

Church Announcements

Giving an announcement during a church service is always a great way to raise awareness of the course. Using one of Caleb Ministries tools makes it an informative and interesting presentation. We can include a flyer that you can use or adapt. Personal testimonies, or perhaps a drama, can also be valuable communication tools.

Church announcements are designed to raise awareness of the course and should be started 8 – 10 weeks prior to the course. They should be repeated regularly (we suggest fortnightly) to maintain awareness of the course.

Information Table & Point Person

Setting up an information table gives someone a place to go for more information about the course. Appointing a contact person to take registrations and enquiries at the end of a church service where an announcement is made is very important.

Brochures

You can apply for course brochures if you let us know no later than 4 weeks prior to the course. These are supplied in lots of 50 and are supplied free of charge. Please email if you would like some or need more – caleb@caleb.org.au

Suggestions for promoting the course

The responsibility for the promotion of the course is primarily in your hands, though Caleb Ministries will provide you with resources as needed. A little bit of thought and preparation will make the task much simpler and ensure a positive experience. We hope the following information will help you to plan how you will promote the course. Remember if you need some material or assistance in promoting the course, we are available to help you, just call us on 1300 767 444 or email caleb@caleb.org.au.

In order to effectively promote a course we suggest that you will need to use the following major areas of promotion.

Personal Contact

This is the most effective way to get people to sign up for the course. Most people like to be personally invited to attend a course.

Select particular groups of people eg. Welcoming team, small group leaders, and send them a letter, or email, giving them details of what the course is about and when it is on and why they should attend.

Follow this up with a phone call to ensure that they have received and read the original correspondence. You may like to set up a team of people to make the calls, thus distributing the workload.

Given the busy lifestyle of people these days it is best if the original letter was sent out at least 7 – 8 weeks prior to the course with the follow up call a couple of weeks later. This will ensure the dates for training are marked in their diary.

Church Announcements

Giving an announcement during a church service is always a great way to raise awareness of the course. Using one of Caleb Ministries tools makes it an informative and interesting presentation. We can include a flyer that you can use or adapt. Personal testimonies, or perhaps a drama, can also be valuable communication tools.

Church announcements are designed to raise awareness of the course and should be started 8 – 10 weeks prior to the course. They should be repeated regularly (we suggest fortnightly) to maintain awareness of the course.

Information Table & Point Person

Setting up an information table gives someone a place to go for more information about the course. Appointing a contact person to take registrations and enquiries at the end of a church service where an announcement is made is very important.

Brochures

You can apply for course brochures if you let us know no later than 4 weeks prior to the course. These are supplied in lots of 50 and are supplied free of charge. Please email if you would like some or need more – caleb@caleb.org.au