

# *Publicity – Recruitment – Registration*

Begin developing plans to promote Bible study as soon as you make the decision to use Little Rock Scripture Study. It is most effective if a small team of several people work together to make plans. Brainstorm creative ways to reach the entire parish community. Involve the pastor and parish staff and other leaders in the process.

Well-planned publicity, in a number of forms, will help to ensure a positive response. Reach out to existing groups in the parish as well as people in the pews in general.

In your advertising and when speaking of the program, use multiple methods to stress these three points:

- Little Rock Scripture Study is for you as you are now.
- Little Rock Scripture Study will make a difference in the way you live.
- Little Rock Scripture Study requires a limited time commitment for each course.

## **MULTIPLE WAYS TO ADVERTISE:**

### **Mailing to Parishioners**

Ask the pastor to send a letter to each household in the parish, either by email or in the traditional paper form. This is an opportunity for him to describe the benefits of Bible study and give specific information about the particular book or Bible theme that will be studied. Click [here](#) for Sample Letter. This letter could also include a registration form to return to the church by mail or in the collection basket, as well as a link to register online.

### **Flyers and Posters**

Create a flyer that can be accessed on the parish website, printed and left at the church doors, or even inserted in the parish bulletin. Be creative, present the information neatly and thoroughly, and use visual images as well as words. Reinforce this message with posters in key places around the parish to be sure to capture attention.

### **Bulleting and Website Announcements**

Make announcements inviting and informative. Include registration information and starting dates. Click [here](#) for samples.

### **Homily on the Value of Bible Study**

Ask the pastor or deacon to offer an homily emphasizing the value of reading and studying Scripture and the transforming power of God's word. Click [here](#) for Homily Ideas. The pastor's support and encouragement will be an effective message in itself.

### **Witness Talk**

Arrange for lay participants in Bible study to speak at Sunday masses about what the Bible means to them, and how the Bible has affected their lives. A personal invitation made after Communion might help parishioners see the value and benefits of Bible Study. Click [here](#) and [here](#) for a list of benefits noted rather consistently.

### **Registration Table or Area**

Set up a table before and after the parish weekend liturgies on a given Sunday. At this table offer information and register participants who are ready to sign up. Make it attractive and inviting and have members of the planning team take turns staffing the area.

### **Registration Form**

Create a simple but clear form that could be used for mailings, phone follow-up, weekend registrations and so forth.

### **Personal Invitation**

The most effective form of publicity always has a personal touch. People are much more likely to participate in something that may be unfamiliar if they are invited individually. Personal notes, conversations when gathering on Sundays or at parish functions and meetings, and even presentations to existing parish groups will help people feel welcome and encouraged.