



## **Singles Leaders, Pastors & Individuals**

Need a logo, brochure or website, be sure to visit our page under services on The Singles Network Ministries website for complete design and marketing services including websites.

### Places to Advertise

When advertising your church or singles ministry, it's important to keep your local press outlets informed of your upcoming events. Use this list below to brainstorm about which media outlets you should be contacting on a regular basis. Then, make a master list that has current email, mail, fax, and phone numbers for each organization on your list.

- \* City newspapers (ask about free listings in Faith section or Classified section)
- \* College newspapers
- \* Local buy/sell newspapers
- \* Community dollar saver or coupon books
- \* School yearbooks
- \* Radio, TV, and cable stations that will advertise for free
- \* Local church or ministry associations
- \* Local and regional websites such as [www.ChristianHappenings.com](http://www.ChristianHappenings.com) or [www.Klove.com](http://www.Klove.com)
- \* Other churches in the area
- \* Magazines and catalogs

### Ways to Advertise

Here are some creative ideas to get advertise for your church or singles ministry. These are just a few examples; you may get creative and think of others!

- \* Become a sponsor for local events
- \* Hand out business cards with the specifics on your church/ministry (don't forget to include directions on the card!); [www.Vistaprint.com](http://www.Vistaprint.com) will print your cards for free.
- \* Produce a brochure that can be mailed or handed out
- \* Produce inserts that can be slipped inside the church bulletin
- \* Create postcards to reminder members of upcoming events
- \* Build a website
- \* Get listed on well-trafficked websites in your area
- \* Display signage at your church
- \* Get a regular "column" for single adults in the church's bulletin or newsletter
- \* Display signs and banners at special events
- \* Give out T-shirts, pens, bookmarks, cups, etc.
- \* Have articles about you written in newspapers or magazines
- \* Distribute your business cards and/or brochures at local libraries, laundry-mats, nurseries, gyms, grocery store bulletin boards, coffeehouses, etc.

### Additional resources:

- \* Mail chimp: Website to do html emails
- \* Survey monkey: Online surveys you can use for your ministry
- \* Youth assistant: Manages student/young adult info