**Schedule J - More ideas for publicity**

***This is what it says in the Coordinator’s Guidelines:***

**Publicity**

It is important to encourage registrations. Some groups have arranged for one person to be in charge of publicity. Do what you can to ensure adequate distribution of the brochure. You might want to use flyers and posters in the community, in churches and area ministries. Organize bulletin announcements and verbal announcements to get people interested. For more ideas check out Schedule ?

Send your completed brochure to the Program Assistant so that it can be posted on the website.

**Here are some additional suggestions that may be used for publicity**:

- In addition to advertising in your own congregation, send posters and flyers to area congregations, including other denominations. These can be sent either in hardcopy or electronically. If they are sent electronically, they should be sent in .pdf format so that their format does not change from the original.

- Advertising materials can also be circulated through your United Church Regional Council.

- If the initial advertising went out well in advance of the workshop, send it out again a few weeks ahead. People don’t always register the first time they see the advertising.

- Sometimes small-town newspapers will take a press release.

- Display the posters on bulletin boards in libraries, community centres or any stores that will take them.

- Consider using Social Media and/or your congregation’s website to promote the workshop. Use language something like:

*“An introduction to the basic concepts of heart centred, hands-on healing within the Christian tradition.”*

- Don’t underestimate word of mouth. Ask the members of the planning team to have spare copies of the flyer with them. Talk it up with folks at church social times. If you are part of an active Healing Pathway group see if any of your receivers would give a brief promo at announcements time. Offer Healing Pathway sessions to members of the church Board or Council to encourage their support.

- Don’t forget to advertise it on the Healing Pathway national website by sending a copy of the brochure to HealingPathwayCanada@gmail.com