Getting the Word Out: Creative & Effective Outreach Publicity

Why Publicity?
The purpose of outreach publicity is to invite folks who are on a spiritual journey to see if the Quaker way might, also, be their journey. Publicity can encourage seekers to come to worship or outreach events and can raise local community awareness of the meeting.

With effective publicity, people will know:
- Where the meeting is located
- When worship happens and when other activities happen
- That they are welcome to come anytime ("You are welcome here" is a very powerful phrase)
- A little about the nature of the Quaker way

Many folks who see publicity for a meeting might never attend an outreach event – but they might come to worship at some point because of the publicity your meeting has shared.
Publicity Tips & Guidelines

Effective publicity calls for spending money! Money invested in outreach and getting the word out is money invested in your meeting’s future. We are responding to the spiritual needs of the seekers and offering an invitation to both learn about the Quaker way and to be part of the journey. We are not trying to sell Quakerism.

People will come if they hear about the public sessions, though it is said that it takes hearing about something seven times to remember it! Keep that in mind as you consider multiple ways of advertising.

Brevity in the message works well.

Publicity that goes to a diversity of audiences shows a commitment to various diversities. If you would like to reach out to demographics not strongly represented in your meeting, target your publicity in the places they will see it.

Consider the language the meeting uses. Newcomers often do not know Quaker jargon, like “monthly meeting”. (Which Sunday of the month do you worship?)

Have fun and be creative!
Ways to Get the Word Out

**Word of Mouth and Personal Invitations** – Let people know that you are a Quaker and they are always welcome at your meeting. Give a low-key, personal invitation to friends, neighbors, colleagues, and others who might be interested.

**Online** -- A meeting website is an essential form of communication and publicity. More people ask about Quakers through this medium than any other, and this is especially true for young adults. If you don’t have one, this is the time to set one up. Make it easily accessible to newcomers and seekers, and keep it up to date.

Use **social media** to spread the word. Advertise on your meeting’s Facebook page. Create an Event Page for outreach events and post information on meeting members’ walls. Encourage young people in your meeting to get involved spreading information using social media. Keep your page active by posting new bits of interesting and relevant information about the meeting.

Post **videos** about the meeting and your outreach events on Facebook and the website.

Share **photos** of the friendly faces at your meeting. It’s nice to know there are real people at a Quaker meeting.

**Banners & Signs** on the meeting house or meeting space, especially if located on a busy street or near public transportation.

**Flyers, Posters, and Postcards** -- These are very effective. Consider posting in coffee shops, co-ops, hair salons/barber shops, community centers and laundry mats. Invite folks in your meeting who have experience with layout or graphic design to work on publicity. Be sure that your posters are clear and attractive, and printed well.

**Radio and Print Media** -- Write a story, using pictures, and submit it to your local paper. Let the feature or religion editor know about your outreach events; often they are interested in interviewing folks in the meeting about what they are doing. Traditional newspaper ads are often expensive and should be used prudently. Be sure that you aren’t already reaching that target audience in other ways before spending limited resources on many ads.

**Invitations and Announcements** to religion classes at local colleges, parenting groups, “Spiritual Seekers” groups, activist communities, Newsletters, listservs, alternative radio, and public event calendars.
Sample of Effective Publicity

Sample QuakerQuest publicity from Minneapolis (MN) Friends Meeting:

You are welcome to join us as you are.

Dress as you feel comfortable.

Children are welcome.

Child care is provided every Sunday year-round.

During the school year we have religious education classes for pre-school and school-age children.

Minneapolis Friends Meeting
4401 York Avenue South
Minneapolis, MN 55407
612-926-6159
Email: office@minneapolisfriends.org

For our meeting schedule please phone or check our web site:
MinneapolisFriends.org

Quakers
Sharing a spiritual path that is Simple, Radical, and Contemporary.

Three public sessions, open to all.

You are welcome.

We gather in worship to listen to God, to grow in our faith, to support one another, to be changed.

Our worship looks like sitting quietly together, listening if someone is moved by the Spirit to speak.

In some meetings we sing hymns, and listen to a planned speaker.

We believe that all people are endowed with a measure of the Divine Spirit.

There are Quakers of all ages, races, classes, religious backgrounds, and sexual orientations.

We have no designated minister.

Every person can receive guidance directly from the Spirit.

Our experience of the Divine affects what we believe, what we do in our personal lives, and our work in the world.

We value:

Simplicity - focusing on what is truly important and letting other things fall away

Equality - treating everyone everywhere as equally precious to God

Peace - seeking justice for all people and taking away causes of war and violence

Integrity - being truthful and acting on our beliefs

Community - caring for each other and supporting one another in our faith journeys

The Earth - respecting all of God’s creation, and working to protect the planet

Bookmark flyer outside

Bookmark flyer inside

QuakerQuest Sessions flyer outside

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