

# Publicity

What you will find in this file:

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- Text for a church bulletin announcing your school.
- Text for a news release about your school.
- Guidelines for creating a poster.
- Text for a flyer announcing your school.
- Text for television and radio ads about your school.
- Text for a pastor information packet.
- A general invitational letter.
- Text for a school brochure.

## IDEAS FOR PUBLICIZING YOUR SCHOOL

How you publicize your school varies depending on the location of your school and how much money you have available for publicity. If your training center is in a small village, you can publicize it by going house to house and visiting each church in the village. The news can spread by word of mouth. You can talk individually to pastors about the program. You can speak personally to believers who have the desire to be trained. The whole village can be reached easily with no financial cost.

In a city, news does not spread so easily because of the greater population. You may want to use some of the following methods to publicize the school:

**Church visitation:** Obtain a list of all the churches in the city. You can obtain such a list through a telephone directory or a government agency that registers churches. Contact the pastor of each church and share the vision of the school. Ask him to let you share with members of his church during a regular service.

**Christian events:** If there are any rallies, concerts, or conferences planned in your area which will draw believers, request the leadership to announce the training center during the event.

**Church membership:** Request church members to distribute posters and handbills. Handbills can be the same design used for church bulletin inserts.

**Ministerial fellowship:** If there is a ministerial council or fellowship in the city, contact the leaders and request time to share at one of their meetings regarding the training center. Prepare a supply of posters, handbills, and bulletin inserts to give each minister.

**Denominational lists:** Send a letter to each pastor and church in your own denomination. Ask other pastors for mailing lists available through their denominations.

**Local Christian organizations:** Contact the leadership of local Christian organizations in your area. For example, Youth For Christ, Campus Crusade, Young Life, Full Gospel Businessmen's

Fellowship, Women's Aglow, Teen Challenge, and similar organizations. Meet with the leaders and request permission to share news of the extension center at one of the regular meetings of their organization.

## CHURCH BULLETIN

If churches in your city distribute weekly news bulletins to members, prepare a small flyer to be inserted in the church bulletin. Here is a sample insert for a church bulletin:

*OREGON GRACE...*

*SHORT TERM TRAINING FOR EVANGELICAL CHRISTIANS*

*Dates:* [Insert dates]  
*Times:* [Insert times]  
*Location:* [Insert location]

*COURSES INCLUDE... [List the courses you plan to teach. Delete those that will not be taught. Add others you may offer.]*

*Strategies For Spiritual Harvest*  
*Foundations Of Faith*  
*Kingdom Living*  
*Spiritual Warfare*  
*Ministry Of The Holy Spirit*  
*Knowing God's Voice*  
*Bible Study Methods*  
*Bible Survey*  
*Leaven-Like Evangelism*

*Biblical World View*  
*Teaching Tactics*  
*Multiplication Methodologies*  
*Power Principles*  
*Biblical Management Principles*  
*Environmental Analysis*  
*Management By Objectives*  
*Mobilization Methodologies*  
*Battle For The Body*

*INSTRUCTORS:*

*[List the name of instructors and a short sentence about them.]*  
*Here is a sample*

*Rev. Bill Smith, pastor of First Church in Modesto. Pastor Smith is a graduate of Moody Bible Institute and has traveled extensively throughout the world in evangelism.*

*Open to all Christians of all denominations-Completion certificates will be awarded.*

*[Free admission or cost of course is\_\_\_\_\_]*

*For Further Information Contact: [Name, address, telephone.]*

## NEWS RELEASE

Prepare a news release about the school for local newspapers. Newspapers will usually run such articles free of charge. You might include photos of your instructors if the paper permits. Inquire regarding the cost to place a paid advertisement as well. Here is a sample newspaper article:

*Churches of the greater [name of city] area invite you to join in the Oregon Grace coming to this city [dates].*

*According to [name of local pastor in church], chairman of the local planning committee, Oregon Grace is open to Christian workers of all denominations.*

*The Institute will be conducted [days of week, times] at [location].*

*Training sessions and teachers will include [list the names of all the courses and teachers, for example, "Foundations Of Faith" taught by Rev. Jim Smith, pastor of First Church, etc.]*

*For further information, contact [name, address, telephone of person to contact for additional information].*

## POSTERS

Design a poster to advertise the school. Place posters in the lobby area of the church where they can be seen as people enter and exit. If the church has glass doors or windows facing a busy street, place the poster so it can be seen from the sidewalk by people who pass by the church.

Obtain permission from local Christian bookstores, Christian businesses, colleges/schools, etc., to put posters on their bulletin boards or windows. Put posters in shopping centers, banks--anywhere that crowds gather. Be sure to obtain permission from the owners before putting up the poster. Be sure there are no government laws prohibiting such posters.

Your poster should include the name of the school, the date it is starting, what will be offered, where the school will be conducted, and who to contact for further information.

## FLYERS

The following is an example of a flyer announcing the Oregon Grace. Just substitute the information on your own institute:

*COMING TO [Name of your City]...OREGON GRACE...  
SHORT TERM TRAINING FOR EVANGELICAL CHRISTIANS*

<i>Dates:</i>	<i>[Insert dates]</i>
<i>Times:</i>	<i>[Insert times]</i>
<i>Location:</i>	<i>[Insert location]</i>

*COURSES INCLUDE... [List the courses you plan to teach. Delete those that will not be taught. Add others that you will offer.]*

*Strategies For Spiritual Harvest  
Foundations Of Faith  
Kingdom Living  
Spiritual Warfare  
Ministry Of The Holy Spirit  
Knowing God's Voice  
Creative Bible Study Methods  
Basic Bible Survey  
Leaven-Like Evangelism*

*Developing A Biblical World View  
Teaching Tactics  
Multiplication Methodologies  
Power Principles  
Biblical Management Principles  
Principles Of Environmental Analysis  
Management By Objectives  
Mobilization Methodologies  
Battle For The Body  
Intercessory Prayer  
Women: A Biblical Profile  
Jail And Prison Ministry*

#### **INSTRUCTORS:**

*[List the name of instructors and a short sentence about them.]  
Here is a sample*

*Rev. Bill Smith, pastor of First Church in Modesto. Pastor Smith is a graduate of Moody Bible Institute and has traveled extensively throughout the world in evangelism.*

*Open to all Christians of all denominations-Completion certificates will be awarded.*

*[Free admission or cost of courses is\_\_\_\_\_]*

*For Further Information Contact: [Name, address, telephone.]*

#### **RADIO AND TELEVISION ADVERTISEMENTS**

If you can afford radio or television advertisement, they are effective in areas where people have these forms of media. Sometimes a station will run such ads free of charge as public service announcements. It doesn't hurt to ask!

Here is a sample radio or television spot:

*Churches of the [greater name of city] area invite you to join in the Oregon Grace coming to this city [dates].*

*According to [name of local pastor in church], chairman of the local planning committee, Oregon Grace is open to Christian workers of all denominations.*

*Training sessions and teachers will include [list the names of all the courses and teachers].*

*Class sessions will be conducted [days of week, times] at [location]. For further information, contact [name, address, telephone of person to contact for additional information].*

### **PASTOR INFORMATION PACKET**

The following letter can be sent to the pastors of all the local churches along with information on the Oregon Grace--flyers, posters, and bulletin inserts:

*Dear Pastor:*

*We are placing in your hands one of the most exciting opportunities you will ever encounter to train Christian leaders and laymen in your church.*

*Here is how to take advantage of this special training brought to [name of city] by Oregon Grace.*

1. *Review the enclosed materials carefully. We have enclosed flyers, posters, and bulletin inserts promoting the Institute.*
2. *Be sure every adult member of your congregation receives a copy of the flyer announcing the Institute.*
3. *Use the flyer as a poster in your church. Put one near the entrances and exits.*
4. *If you have branch churches under your care or any mailing lists for your church, send them a supply of flyers for their membership.*
5. *Any church that you may visit or speak in, take along a supply of announcements and share this opportunity with other congregations.*
6. *If you conduct a crusade, convention, camp, musical, conference, or fellowship meeting, take along a supply of the announcements to distribute to those who attend.*
7. *If you are a member of a local ministerial fellowship in the city or denomination, announce the Institute to members and distribute flyers.*

*For additional supplies of promotional materials contact:*

*[Name, address, telephone of person to contact]*



## INVITATIONAL LETTER

Here is a letter to be sent to all local believers. Remember to substitute the information on your own Institute for the sample information given:

*Dear Friend:*

*Do you want to know how to make every minute of your life count for God? You can learn how at the Oregon Grace. At Oregon Grace you will study such courses as...*

*[List the courses you plan to teach]*

*The Institute staff will include the following instructors:*

*[List teachers and a short sentence about them. Here is a sample:*

*Rev. Bill Smith, pastor of First Church in Modesto. Pastor Smith is a graduate of Moody Bible Institute and has traveled extensively throughout the world in evangelism.]*

*Oregon Grace is not a theological seminary...it is vital short-term ministry training that will teach you how to live a productive Christian life and fulfill the ministry to which God has called you.*

*The dates of the Institute are [starting date] through [ending date]. The sessions will be conducted [list days and times from/to] at [list location and address]. Please feel free to contact me at [phone, address, fax, e-mail??] if you want further information. Registration will be conducted at the first night of the Institute on [day, time, date].*

## SCHOOL BROCHURE

You can produce either:

1. *A generic brochure--using the information provided here and having a person respond to receive enrollment information. No dates, costs, or teacher's names are included.*
2. *A dated brochure--including specific dates, times, and costs for the school sessions. If you choose this option, you would need to reprint the brochure more frequently.*

We suggest that you print your brochure on 8 1/2 x 11 paper horizontally (also called landscape). This will fit into a standard mailing envelope. When people call to inquire about the school, you can easily put the brochure into an envelope and send it.

This size brochure can be folded into three equal portions, providing six panels. The following is suggested for panel content:

Front panel: Name of your school, logo, and a key verse.

Remaining five panels should include introductory information, list of courses offered, statement of purpose, and a form for them to fill out and return for enrollment information. Here is sample material:

*Introductory information:*

*Jesus Christ challenged His followers with one of the greatest spiritual visions of all times: "The harvest truly is plenteous but the laborers are few" (Matthew 9:37).*

*The challenge for laborers for the spiritual harvest fields of the world is greater than ever as we near the return of our Lord and Savior, Jesus Christ. The only way this great spiritual harvest will be reaped is for each born again believer to become a reproducing Christian, a harvester.*

*It is to this vision that the ministry of Oregon Grace International Network is dedicated: Raising up laborers for worldwide spiritual harvest.*

**Oregon Grace**, the fundamental concept behind this vision, is a training program designed to take Christian laymen from vision to reality, from desire to demonstration. The basic thrust of the training is to teach what Jesus taught, that which took men who were fishermen, tax collectors, etc., and transformed them into reproductive Christians who reached their world with the Gospel message in a demonstration of power.

*Oregon Grace can reach into any nation of the world and be used at any level, from individual to home groups, churches, organizations, Bible schools, prisons, men's and woman's groups, and Sunday school classes. Its Biblically based evangelical content spans denominational lines to permit use by a multitude of churches. The six modules of Institute curriculum consists of graduated courses designed to move laymen from Visualizing through Deputizing, Multiplying, Organizing, and Mobilizing, to the reality of Evangelizing.*

*All across this world--in cities and villages, churches, schools, and prisons--men and women are joining forces in the spiritual harvest fields to take their nations for God. We invite you to become part of this new network of evangelism.*

### ***Oregon Grace Courses Include...***

- Strategies For Spiritual Harvest
- Foundations Of Faith
- Kingdom Living
- Spiritual Strategies (Spiritual Warfare)
- Ministry Of The Holy Spirit
- Knowing God's Voice
- Creative Bible Study Methods
- Basic Bible Survey: Volumes One And Two
- Biblical World View
- Teaching Tactics
- Methodologies Of Multiplication
- Power Principles
- Developing a World View

- Biblical Management
- Environmental Analysis
- Intercessory Prayer
- Management By Objectives
- Mobilization Methodologies
- Leaven-Like Evangelism
- Battle For The Body (Healing)
- Women: A Spiritual Profile
- You Came Unto Me: A Manual For Jail and Prison Ministry

### **OUR PURPOSE**

*Oregon Grace International Network is dedicated to recruit, train, motivate, and mobilize a network of international harvesters capable of:*

#### ***Intercession for international spiritual harvest:***

*...Pray ye therefore the Lord of the harvest, that He will send forth laborers into His harvest. (Matthew 9:37-38)*

#### ***Articulation of the principles of spiritual harvest:***

*And the things that thou hast heard of me among many witnesses, the same commit thou to faithful men, who shall be able to teach others also. (II Timothy 2:2)*

#### ***Demonstration of the principles of spiritual harvest:***

*And my speech and my preaching was not with enticing words of man's wisdom, but in demonstration of the Spirit and of power: that your faith should not stand in the wisdom of men, but in the power of God. (I Corinthians 2:4-5)*

#### ***Communication of the urgency of the mandate for worldwide spiritual harvest:***

*The harvest is past, the summer is ended, and we are not saved. (Jeremiah 8:20)*

#### ***Mobilization of believers to reap their appointed fields in worldwide, end time harvest:***

*...He reserveth unto us the appointed weeks of the harvest. (Jeremiah 5:24)*

### ***How To Enroll In Oregon Grace***

*To receive enrollment information, complete the following form and return it to the address below:*



*Your name:*

*Your mailing address:*

*Your telephone number:*

*Return this form to: [Name and mailing address of your school.]*

