

# Ways to Promote Your Next Church Activity

One of the ways that churches measure engagement is by how many people show up to church activities outside of Sunday service. If nobody is participating, why aren't they? Every church wants attendees at their activities, because they love the people in their community. Church activities give existing members an opportunity to connect with each other without the pressure of a formal agenda.

Here are 6 strategies from the Activity industry that churches can implement in their communications strategy to boost engagement and foster a deeper sense of community among their members and visitors alike.

## 1. Create special marketing materials just for the activity (no matter how small)

Even if it's just a prayer night, create special marketing materials for each activity.

If you have a brand guide for your church, this is simple. Just apply that brand guide—your logo, color palette, and church fonts—to a stock design or photo and use it across digital platforms.

You can share on social media and use in your email marketing. Ideally, you should ask your members to share the digital information with friends and family who don't attend your parish to increase your reach for potential engagement—whether that is forwarding the email or sharing on social media.

## 2. Showcase the community element

In your marketing copy, explain how your church activity is going to be interactive.

If your church is hosting a virtual meeting, don't just say "Come to the meeting" allow the platform to stay open later so that people can have a chance to connect after the activity.

Even if you're hosting something as simple as a prayer night, put on the marketing materials that there will be a 30-minute time of fellowship afterward.

## 3. Provide "childcare" (in COVID times, that is more like virtual activities for the children)

If you don't have childcare, you will lose 90% of your adults with children. Have virtually interactive games supervised by young adults.

## 4. Make activity registration as easy as possible

Make sure to use an activity registration software. The benefit of using a software is that it allows you to track who's officially registered for the activity and syncs with each registrant's Google calendar to remind them of the activity. With most of the registration software, you can turn any browser into an activity registration kiosk. This means that you can simply use everyone mobile device to have people register for activities.

## 5. Start promoting the activity in the church webpage, mobile app and social media several weeks in advance

Make this church activity a fixture in your members' minds. They should think every time they look at any parish media platform: "I'm so glad he reminded me again." It's okay to annoy people with reminders about this activity, because they often need these reminders.

**6. Send push-notifications through the church app**

Often, people are unresponsive to prompts to register for activities. This rarely indicates that they aren't interested in attending the activity. Usually, it's because they're super busy. It feels like just another

