**Marketing Activities and Events to Members**

This class is designed to share diverse and innovative approaches that promote church functions to parishioners.

**I. Radical Approaches to Marketing**

Listed below are non-conventional ways for churches to market activities and events to members.

* + - 1. is a creative way for churches to market activities and events to members.
			2. is a creative way for churches to market activities and events to members.
			3. is a creative way for churches to market activities and events to members.
			4. is a creative way for churches to market activities and events to members.
			5. is a creative way for churches to market activities and events to members.

**Section Notes:**

**II. Traditional Approaches for Marketing**

Listed below are common ways for churches to market activities and events to members.

1. A common way for churches to market activities and events to members is  .

**Revelations 1:19**

*“Write, therefore, what you have seen, what is now and what will take place later.”* (NIV)

1. A common way for churches to market activities and events to members is  .

**Ezekiel 1:16**

*“The appearance of the wheels and their work was like unto the colour of a beryl: and they four had one likeness: and their appearance and their work was as it were a wheel in the middle of a wheel.”* (KJV)

1. A common way for churches to market activities and events to members is  .

**Philemon 1:21**

*“I am confident as I write this letter that you will do what I ask and even more!”* (NLT)

1. A common way for churches to market activities and events to members is  .

**Jeremiah 26:2**

*“This is what the Lord says: Stand in the courtyard in front of the Temple of the Lord, and make an announcement to the people who have come there to worship from all over Judah. Give them my entire message; include every word.”* (NLT)

1. A common way for churches to market activities and events to members is  .

**Acts 15:27**

*“Therefore we are sending Judas and Silas to confirm by word of mouth what we are writing.”* (NIV)

**Section Notes:**

**III. Influential Approaches from Marketing**

Listed below are factors churches can take into consideration to measure the success of their marketing efforts to members.

1. Churches can measure their marketing success by the  of their members.

**Titus 2:14**

*“He gave his life to free us from every kind of sin, to cleanse us, and to make us his very own people, totally committed to doing good deeds.”* (NLT)

1. Churches can measure their marketing success by the  of their members.

**Ecclesiastes 8:15**

*“So I decided it was more important to enjoy life. The best that people can do here on earth is to eat, drink, and enjoy life, because these joys will help them do the hard work God gives them here on earth.”* (NCV)

1. Churches can measure their marketing success by the  of their members.

**Nehemiah 2:17, 18**

*“But now I said to them, “You know very well what trouble we are in. Jerusalem lies in ruins, and its gates have been destroyed by fire. Let us rebuild the wall of Jerusalem and end this disgrace!” 18) Then I told them about how the gracious hand of God had been on me, and about my conversation with the king.”* (NLT)

1. Churches can measure their marketing success by the  of their members.

**Exodus 36:5-7**

*“They went to Moses and reported, “The people have given more than enough materials to complete the job the Lord has commanded us to do!”* 6) *So Moses gave the command, and this message was sent throughout the camp: “Men and women, don’t prepare any more gifts for the sanctuary. We have enough!” So the people stopped bringing their sacred offerings.* 7) *Their contributions were more than enough to complete the whole project.”* (NLT)

1. Churches can measure their marketing success by the  of their members.

**Luke 24:32**

*“They said to each other, “Didn’t our hearts burn within us as he talked with us on the road and explained the Scriptures to us?”* (NLT)

**Section Notes:**