



Outreach Ops- Getting the Word Out

Source Material – TLT Director’s Guide, Outreach Operations, Communications #1&2

1. Assist in promoting the event by preparing, posting and mailing all necessary promotional material.
2. Assist in preparing distributing and posting information at the event such as program or bulletins, menus, staff assignments and activities.

Students

All TLTs who attend this Operation are new to the TLT program. It is imperative that this workshop be interactive and activity-based. Most of these TLTs will not know each other and will just be starting to form long-lasting relationships. Help them be interactive by having activities that they can do together.

Purpose & Goals of Workshop

This workshop is intended to help TLTs learn basic aspects of developing; promoting and/or posting promotional material for upcoming church events. Some TLTs may have participated in distributing promotional material, however, they may have not had the opportunity to work with in its development. It is imperative that this workshop be interactive and activity-based.

Ideas for Workshop activities (in sequences):

- **Activity # 1:** Divide TLTs into groups of 2 to 4 from different clubs. Each participant should share with the rest in the group the outreach events they are assisting in planning at their clubs. The group will brainstorm ideas to promote each outreach event. Allow time for each group to make a presentation and share their ideas with the other groups. The intent is for the TLTs to learn new ideas from other TLTs to help them in the promoting of their clubs’ outreach events.
- **Activity # 2:** Have TLTs go back to their previous group. Ask them to create a poster using the graphic design techniques they have learned during the workshop. They can choose to work on one poster as a group project or work individually. They should finish the poster before the end of the workshop. Allow time for each group to share their poster with the others and be ready to explain the reasons why they have designed their posters that way.

Ideas for Convention activities:

- Have all posters numbered and a brief description of the outreach projects the posters are intended to be promoting. Display the posters, virtually or physically as printouts for all TLT convention participants to see. Have the convention participants choose the poster that best promotes the outreach event it is intended for. They can state their choices using online voting tools or with regular pen and paper. For the sake of helping the author(s) of the poster improve, the participants can explain the reason for their choices. They can also share their design suggestions on how to help the flier promote the outreach event even more.

Additional Resources:

- You can use free templates from online image editor such as Canva to create your poster.