



# 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.

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### 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.

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### 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.

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### Ideas for Workshop activities:

- Have TLTs identify church ministries based on logos and discuss brand recognition. OR
- Breakout into groups of 3 or 4 and have TLTs discuss how effectively they think their church promote events/activities. OR
- Provide TLTs with poster boards, markers and/or other materials and have them create a promotion or a program for a pathfinder camping trip, welcoming new members into the club or springing into action for Jesus. (Promote Creativity) OR
- If access to computers and Internet is available have the TLTs create a flyer or a program utilizing MS Office Suite or Adobe Suite (depending on skill level).

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### Ideas for Convention activities:

- Allow TLTs to distribute and/or post available printed material among participants.
- Utilizing social media, have TLTs practice by sharing highlights of the convention to fellow viewers. *(They can interview presenters, mentors, or other fellow TLT’s. or simply share their impressions of the weekend.*
- Have TLTs create a video invitation for the following years convention.

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### Additional Resources:

- [How to effectively promote your Church Events](#)
- [25 Ways to Design an Awesome Poster](#)
- [15 Ways to Promote a Church Event for a Better Turnout](#)