

## **STEPS TO SUCCESSFULLY ADVERTISING GOOD NEWS CLUBS REGARDLESS OF THE RESTRICTIONS**

The following document is intended to define and describe the most effective ways of advertising Good News Clubs and reach the most children possible with the Gospel.

### **STEP ONE: DISTRIBUTE FLYERS AT THE SCHOOL**

Nearly all school districts have a “distribution policy” which governs the means by which flyers can be distributed to students. If you are denied permission to distribute flyers, it is important that you follow the guidelines below:

- (1) Check to see if any other organizations are allowed to distribute flyers (Boy Scouts, Girl Scouts, Little League, etc.).
- (2) If other organizations are allowed to distribute flyers and CEF is denied, the school is violating “the equal access” ruling of June 11, 2001.
- (3) Assuming other organizations are allowed to distribute:
  - a. Write a letter to the school board or superintendent requesting that *CEF* be allowed to distribute flyers on the same basis as other organizations. A copy of the June 11, 2001 Supreme Court Ruling should accompany this letter.
  - b. It is possible the school will reverse its ruling and allow distribution of the flyers.
  - c. If the school continues to deny permission, contact Liberty Counsel to move this issue to the next level.
- (4) If the school treats all organizations the same and no one is allowed to distribute promotional pieces, you will need to utilize other creative means of advertising the clubs as delineated below.



### **STEP TWO: UTILIZE CHILDREN FROM THE ADOPTING CHURCH TO FORM THE NUCLEUS OF THE CLUB**

In cases where the adopting church has a number of students in the school, those students can form the nucleus of the club and it can grow from that point. Students in the school are NOT prohibited from inviting friends to club and this has proven to be a very effective means of launching clubs. Where feasible, students can also wear club T-shirts to advertise the club.

### **STEP THREE: UTILIZE SCHOOL WEB SITES, DISPLAY TABLES AND BULLETIN BOARDS**

Utilize the school’s Web site to get a listing of faculty. It may be that someone on your committee knows a teacher or staff member that could help you identify children that could be invited to help form the nucleus of the club. If you can get the nucleus, plan a party club and engage the core kids in inviting their friends to get the word out through peer evangelism. Some schools have a bulletin board or table for flyers. If so, utilize this opportunity but be sure to make your flyer a unique shape and vibrant colors to make your flyer stand out. Effective shapes include diamonds, arrows, long narrow strips, etc.

**STEP FOUR: UTILIZE NEARBY CHURCHES TO HELP POPULATE THE CLUB**

Make a list of evangelical churches that are in or near the attendance zone for the school. These churches are likely to have students who could make up the nucleus of a club and invite their friends. An easy way to accomplish this is through the use of Google Maps and the “search nearby” feature. You may also be able to put up posters and/or insert flyers in their church bulletins.

**STEP FIVE: UTILIZE THE PARENT-TEACHER ASSOCIATION**

In some cases there is a PTA newsletter that takes advertising at a nominal rate. Design and insert an ad in the PTA newsletter driving parents to a Web site for further information and permission slips. In other cases you will find that the PTA or school has a presence on FACEBOOK. If you join the FACEBOOK group you can invite people to the ASGNC.

**STEP SIX: UTILIZE ANCILLARY ORGANIZATIONS SUCH AS THE YMCA**

Sometimes the school utilizes an organization such as the YMCA for after-school care. You may be able to send the flyers home via the YMCA even though the school may not allow the distribution.

**STEP SEVEN: UTILIZE PUBLIC INFORMATION AND DEMOGRAPHIC INFORMATION FOR TARGETED DISTRIBUTION OF FLYERS IN NEIGHBORHOODS**

In most cases the bus routes of public schools are published on the Web. You should be able to figure out the most populous routes by the number of buses going to each neighborhood. Canvas that neighborhood door to door. If you need additional help in identifying where the kids are located, demographic studies will tell you which mail carrier routes in a given area have the most kids. You can target those routes. Free demographic studies are available from [www.outreach.com](http://www.outreach.com).

**STEP EIGHT: UTILIZE SPECIAL EVENTS IN THE AREA**

Special events in the area might attract students from a given school. For instance, sometimes there are harvest parties or the church in the neighborhood might do a trunk or treat event at Halloween. Often non-profits can have a table in front of a local store on a Saturday.

**OTHER IDEAS:**

Ask the adopting church if they have members living near the school or bus stops. At these homes place yard signs to advertise the club.