

# *Grace Within* Marketing Checklist

Marketing is a form of Benedictine hospitality. It involves reaching out to another person, telling a story, and offering an invitation; the response is up to the person. You may already have in mind a number of women to gather for *Grace Within*. While personal contact is essential in any ministry, there are a number of other ways to reach out and market the experience. Suggested marketing pieces and language are available by visiting the Within Ministries website at [www.withinministries.org](http://www.withinministries.org). You can email [within@withinministries.org](mailto:within@withinministries.org) for customizable forms and professional consultation.

- Flyer.** \* See *Marketing Flyer*.  
Appeal to spiritual needs and/or desire to belong. Include information on how and when to register. Also include what the cost covers (i.e. *Personal Journal*, child care).
- Registration Form.** \* See *Registration Form*.  
The registration form requests needed contact information including phone, email, child care needs, and cost.
- Bulletin / Pulpit Announcement.** \* See *Sample Announcements*  
Announcements offer a brief overview of the ministry and an invitation to participate; share the “who, what, why, when, and where.” Talk briefly about the impact of *Grace Within* and invite further conversation after whatever event the announcement is being made at. Make a statement as to how one can register.
- Email.** \* See *Sample Announcements* and *Sample Marketing*  
A personal email conveys information similar to an announcement. Consider women in your church community, local community, and networking circle. Mobilize participants and leaders of other ministries or local groups to contact members, friends, relatives, and neighbors who might need a personal invitation to feel welcome.
- Newsletter.** \* See *Sample Marketing*  
Many groups (schools, religious education, faith formation, adult groups, Bible studies) and neighborhood associations have a newsletter. Invite participation by placing an ad or writing a brief article.
- Phone Contact.**  
Human to human, face to face, voice to voice is vital. With today’s prevalent use of technology, it is important to include personal contact in marketing efforts. Follow up on inquiries by phone when possible. Call surrounding churches/communities. Seek out leadership of women’s groups. Make a personal contact to tell them about *Grace Within*. Encourage them to notify their membership of this wonderful opportunity to meet other great women. Send your flyer by email or offer to bring them a hard copy.
- Social Media.**  
A great way to get the initial word out to targeted groups, social media can be used to engage women, start a conversation, and encourage them to seek detailed information through other means.
- Website.**  
Link the marketing flyer and registration form to a personal or organizational website as a convenient way to convey information and seek registrations.