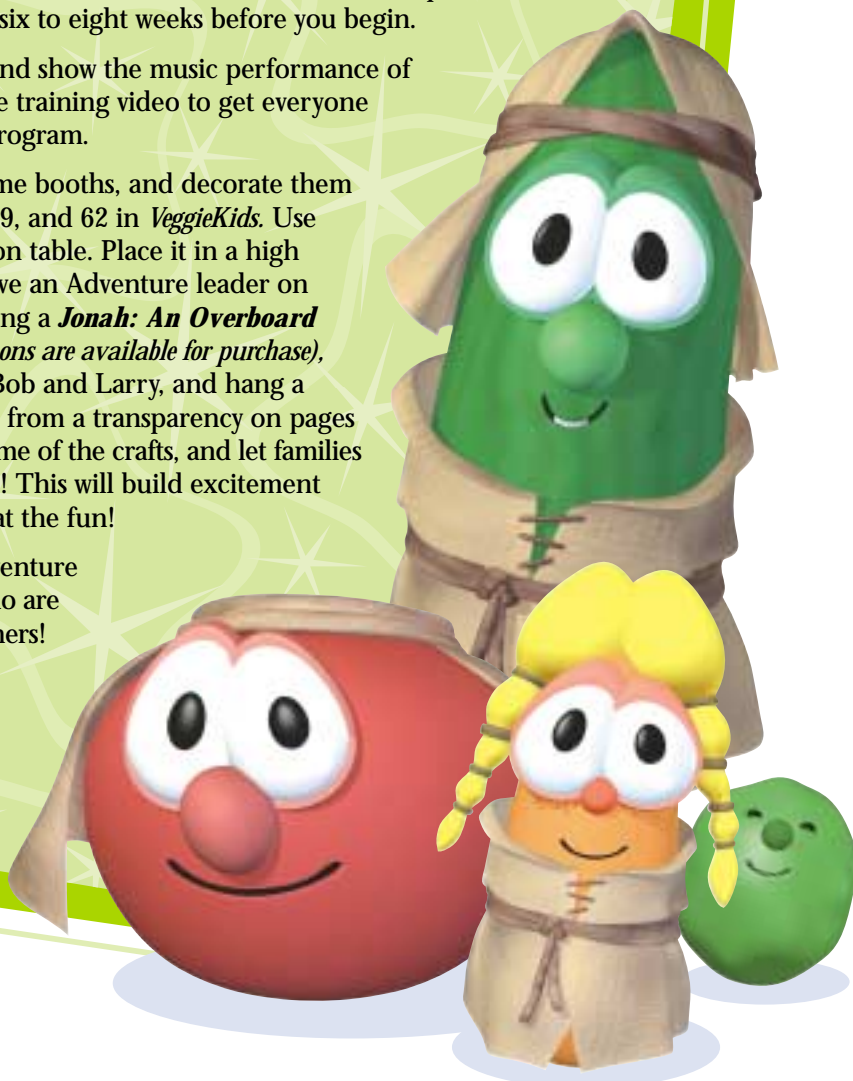




Promoting Your Veggie VBS

- 1 Use your church newsletter,** bulletin, announcement boards, and any other church publication to inform your congregation about the program. Use the invitation postcards, which are available for purchase. (*See brochure.*) Create posters and flyers (*found on page 67 in VeggieKids*) to send home with the kids and to hang at your church. Include program name, dates, time, location, registration information, and a phone number where more information can be obtained.
- 2 Start early** (*at least two or three months ahead of time*) so that families can include ***Jonah: An Overboard Adventure!*** on their calendars. Then follow up with information about registration six to eight weeks before you begin.
- 3 Make announcements** in church and show the music performance of “Jonah’s Journey” found on the training video to get everyone excited about the upcoming program.
- 4 Set up three-dimensional** Bible-time booths, and decorate them with the clipart on pages 58, 59, and 62 in *VeggieKids*. Use this as a display and registration table. Place it in a high traffic area, and be sure to have an Adventure leader on hand to answer questions. Hang a ***Jonah: An Overboard Adventure!*** T-shirt on it (*iron-ons are available for purchase*), set out a sample letter from Bob and Larry, and hang a backdrop behind it—created from a transparency on pages 49-56 in *VeggieKids*. Set out some of the crafts, and let families sample a refreshment or two! This will build excitement and give folks a sneak peek at the fun!
- 5 Start a phone chain** where Adventure leaders call a few parents who are then asked to call several others!



6 **Construct a large sign** for the church's front lawn with information about what, when, and how to get more details about the Adventure. Order a banner from the promotional flyer found in the kit.

7 **Write a brief commercial** for local radio stations. Include a few program highlights, as well as when, where, and how to get more information.

8 **Make *Jonah: An Overboard Adventure!*** coupons or certificates. Offer participants an Adventure



snack (*from one of the lessons*), a pencil, balloon, or buy one/get one free ice-cream cone. (*This can often be arranged with a local ice cream vendor.*) Participants receive a coupon or certificate if they register by a certain date.

9 **Be sure to publicize** in a variety of ways since folks respond differently to different promotional methods. In addition, because we live in a very busy society, many folks will miss announcements if you publicize it only once or twice. Repetition is the key!

