

Getting the Word Out: Publicity for Your New Quaker Worship Group or Meeting

Thirty thousand people a day try the Belief-O-Matic surveys on Beliefnet.com and thousands of them identify themselves as Quakers. That's one reason it's important to let the seekers in your area know about your worship group or meeting. Below is some information that will help you in this spiritual endeavor.

Print

While many big city papers are losing circulation and readership, newspapers are often alive and well in smaller communities. If your worship group or meeting is located in one of those areas, take advantage of their hunger for news (and short staff!). Write a news release (who, what, when, where, and why) about starting your new worship group or meeting. Midsize cities also have papers that are read, in print or online. Some have alternative press that will print news releases and ads.

News releases to local papers are also good for letting the community know about special events (QuakerQuest, speakers you're bringing in, information nights). Click these links to see some news releases other Quaker worship groups and meetings have used.

Electronic

There are a variety of economic electronic media that you can use to publicize your meeting or worship group. These include:

- **Website.** Because most people searching for a congregation in their area do so via the internet. A website is a graphic way to display what you'd like people to know about your meeting. Use pictures of meeting activities and people. Make sure your meeting for worship and religious education times, physical address and contact information are on the first page. Think about what information you'd like to find easily if you were a visitor. If your site contains time-sensitive information (such as a calendar or listing of events) make certain that it is kept up to date.
- **QuakerFinder** –your meeting can be included in FGC's free QuakerFinder database. This internet service allows users seeking Friends meetings or worship groups in their area to find those groups' contact information, address, and meeting times easily.
- **Facebook** If Facebook was a country, it would be the third largest country in the world. It is free and easy to set up. You can list your meeting for worship (and other activities) as events on that page and invite others to them. You can also buy inexpensive ads for

your page – targeting people who live in your geographic area, are interested in Quaker testimonies, and so on.

- Other free electronic media that some Quaker meetings and worship groups have used and that you may want to look into are:
 - Twitter
 - Meet-up
 - Blogger
 - Google Ads

Radio

While some radio stations promote religious announcements, it is generally better to pay for an ad and choose the time it appears. Free spots run only when the station can fit them in and usually when listenership is low. Press releases regarding a peace and social justice event, however, often get featured and can reach more people than print papers.

Events

“Come Meet The Quakers” – less formal than Quaker Quest. This is when you host an evening where the public is invited to come and learn about Quakers and ask questions of a panel of Friends.

Special Classes – think of educational opportunities you could offer your community. Classes on the Quaker testimonies and daily life or based around expertise that your members and attenders have (photography, basket making, etc) are ways to increase visibility in your community.

Peace and Social Justice Events – if your group participates in vigils and/or other peace and justice activities, be certain to send news releases to local media informing them and inviting others of like-mind to join you.

Social Events – have you ever hosted an ice cream social for your neighborhood? Or maybe a simple soup dinner open to the public is more your group’s style. Think of natural ways to invite the public to things you already do and would like to offer to others.

Connect

Connect with FGC:

- FGC has resources to support new and existing groups
- FGC can help a group connect with other local Quaker groups
- FGC can help you get listed on QuakerFinder.org to help others find you

FGC staff and volunteers are happy to talk with you about this, or any other issue, your meeting or worship group is facing. Please contact us by emailing or phoning 215-561-1700.

This document was downloaded from the website of Friends General Conference. Explore the many resources and opportunities we offer for Quakers, Quaker meetings, and all interested individuals. Go to www.fgcquaker.org.

