



Suggestions for Club Promotion

Primary means of club promotion:

- Include in children's "take home" school folders
- Ask the principal if you can attend the Open House Night. Almost all parents bring their children to this to meet the teacher. Ask to set up a display area inside the school. Otherwise set up outside the school, which is legal because it is public property.
- Ask the principal or PTO leadership if you can speak at the first PTO/Open House meeting for two minutes to the parents. Ask if you can set up a display area for this time.
- If the school has an after-school program, find out the director's name and number from the school secretary. Ask the after-school director if you can come to the program and tell the children about the GNC and hand out permission slips. If you can't speak to the children, ask the after-school director if she'll hand out the permission slips to the children in the after-school program. This works well for after-school programs run by the YMCA or other groups that are not a part of the school district.
- If you are having difficulty distributing permission slips on school property, you can strategically place volunteers just off the property, near gates and bike racks and to parents in cars lined up along the street.
- If you are still struggling with reaching the parents, ask the principal for the database of students. Some secretaries will run the labels for you, especially if you offer to bring the labels. Otherwise, take the database and run the labels. The problem is that sometimes the school and the coordinator's computers are not compatible. The database is public information and according to the first amendment they have to give it to you. Any parent who doesn't want his or her info released will have an opportunity to sign a form saying so. That gives you access to their info.
- If all else fails, find out if the school has a student directory. Sometimes this will be available through a Christian parent whose child is attending the school. Use this and type in the addresses to mail the forms. You'll have everyone but the ones attending for the first time this year.
- Plan a GNC kick-off by using a themed Party Club to start the GNC year

Alternate plans for club promotion:

What can you do if the school won't let you send home permission slips in the students' folders? Again, brainstorm if possible with teachers or parents who are friends of CEF from that school. They will know what other after school organizations do. Anything that they do, we should also be able to do.

- Place GNC posters on school bulletin boards or in hallways

- Pass out invitations to the after-school GNC in neighborhoods around the school, in local parks and to parents at school sports events.
- Place a sign (wire prongs like political candidates use) outside near the car line that says: Good News Club today. The school may even place your activity (GNC) on their marquee.
- Ask if you can include a blurb in the school newsletter/newspaper about the club. Include in this that parents can pick up permission slips in the "community area" that all schools are supposed to have. Include your contact info in the blurb.
- Hold a free car wash and hand out invitations to club.
- Hold a block party, using a Party Club theme. Invite everyone from the area and send home invitations to the Good News Club. Plan a dynamic evangelistic program. Ask everyone to bring lawn chairs.
- Hold a community Party Club at the Parks and Recreation Department or community center with free hot dogs, cokes, games, prizes, etc. During this event, make a BIG thrust for GNC. Have a designated area for interested parents to sign permission slips.
- Post GNC posters in bookstores and businesses in the area.
- Post yards signs about the Good News Club.

Participate in area community festivals with a Gospel face-painting booth. Pass out GNC invitations.

- Provide a special flyer for any larger venue listed above listing schools that currently have clubs. Include details about these clubs as well as instructions on who to contact if they want to have a club at one of the schools that currently does not have one.
- Be involved in "See You at the Pole" events.
- Take parental permission slips with an information letter to local beauty shops where children get their hair cut.
- Pass out GNC invitations at all CEF ministry outreach events.
- Hold a rally in a gymnasium and invite several area schools.
- Participate in local parades to make your presence known. Pass out tracts and permission slips with candy attached. Have a GNC caboose or float available, if possible.

Ongoing club promotion:

- Give extra points to children who bring a friend. Make sure to always have permission slips available for the clubbers to take home to their friends.
- Give out the GNC shirt and give extra points to the children who wear them on club day.
- Invite GNC children to go on a mission outreach to a local nursing home to sing. Parents must meet at the church to provide transportation or ride the bus with their child. (This could be done at Thanksgiving or Christmas time.)