

a sample promotion plan you can download to help you create your plan.

Please email BlendedandBlessed@familylife.com to get connected with a Ministry Advisor.

Here are some ideas you should consider as part of your promotion plan:

Personal Invitation – Many studies have shown the most effective form of promotion to be a personal invitation.

Social Media – Leverage your contacts on Facebook, Twitter, Instagram, Snapchat, email, LinkedIn, Pinterest, and others.

Church Promotion – There are lots of ways to promote in your host church, and we have provided a number of resources you can download and print.

- Put up posters
- Hand out flyers or place them in church bulletins
- Set up an information table
- Make announcements in the church service
- Include in church newsletters or emails
- Show promotional video
- Share your personal testimony as you invite people

Community Promotion – Check your local newspaper and radio station websites! Do they have community calendars on which to post events? Consider where you can place flyers or posters. Get creative!

SIX PLAN YOUR FOLLOW-UP

“next step” and helps connect them to other families on a similar journey. Our Ministry Advisors can recommend curriculum, if you are interested.

Decide now if you will launch small groups or a Bible class after the event. We strongly encourage you to do so; this gives people a natural

FAMILYLIFE'S

BLENDED & BLESSED®

Blended & Blessed® is a one-day live event and livestream for stepfamily couples, single parents, dating couples with kids, and those who care about blended families.

With some of today's most trusted and respected experts, Blended and Blessed® will challenge, inspire, and encourage you.

Your church can sign up today to host this livestream event for \$99, or you can host this event in your home with your small group or friends for \$19.

Don't miss this opportunity to bring together couples for one incredible day of teaching, music, and humor!



APRIL 27

**ONE
DAY**

6 STEPS TO HOSTING AN EVENT

“THE HEART OF MAN
PLANS HIS WAY, BUT THE
LORD ESTABLISHES HIS
STEPS.” PROVERBS 16:9

ONE

PRAY

We believe that prayer is the most important detail of any event. Unless the Holy Spirit is at work, the hearts of families will

not be changed, no matter how perfectly an event is planned. We encourage you to commit every part of the planning process to prayer. Begin praying for the families in your community, and pray for wisdom in hosting this event.

TWO

SET YOUR LOCATION

Give yourself as much time as possible to prepare and plan your event. Once you have a location in mind; take steps to reserve the facility for the dates of your event.

If you plan to host the event at your church, make sure you receive permission from your pastor and keep him informed throughout the planning process.

THREE

DETERMINE ONSITE NEEDS

Blended & Blessed® does not require a registration fee for attendees. However here are some thoughts to consider:

- Will you be providing childcare or lunch for your event? Will you have refreshments at the breaks? If so, will the church cover those costs or will you choose to charge a small fee to attend the event? Many registration services allow you to charge a fee for guests signing up.

- When there are fewer things someone has to think about to attend an event, it is an easier decision for them to sign up. Providing an easy onsite experience for those at your event also helps attendees be more receptive to the message of the event.
- Closer to the event, we will provide a Blended & Blessed program for you to download and print for each guest.
- What your host site will provide should determine the number of volunteers you need to recruit to host the event.

FOUR

RECRUIT YOUR TEAM

You **WILL** need help with this event! Pray about couples or individuals you know who have a heart for

blended families learning God’s truth, hope, and vision for marriage and family. Depending on the size of event you are expecting, you may need anywhere from 2 – 10 people on your team. Ask them to prayerfully consider:

- Committing to pray daily leading up to the event.
- Planning the Blended & Blessed® Livestream as a team from promoting, setting-up, greeting, and providing any onsite needs.

Once you’ve recruited your team, make them aware of the different roles that will need to be filled before and during the event.

FIVE

PLAN YOUR PROMOTION

Promoting your event is a crucial step. Rarely does it work like the famous movie line, “If you build it, they will come.” You **HAVE** to

invite them! There are lots of ways to invite people, and FamilyLife has a team of Ministry Advisors that would love to work with you on questions you may have about how to promote your event. We have