

Church Promotional Kit

Templates and Graphics to Promote Your Marriage Ministry Effectively

Purpose

The Church Promotional Kit is designed to help pastors, marriage ministry leaders, communications teams, and volunteers promote marriage ministry opportunities clearly, consistently, and effectively.

The kit provides ready-to-use language, campaign ideas, announcement templates, promotional timelines, and graphic recommendations that churches can adapt for:

- Marriage ministry launches
- Workshops
- Small groups
- Classes
- Retreats
- Couple assessments
- Blueprint Series™ studies
- Marriage enrichment events
- Leadership development
- Church partnership opportunities
- Resource downloads
- Ongoing ministry promotion

The goal is to help churches communicate that marriage ministry is not only for couples in crisis. It is a practical discipleship opportunity for husbands and wives who desire to grow, strengthen their relationship, understand one another, discover purpose, and serve God together.

Promotional Goals

A successful promotional campaign should help the church:

- Increase awareness of the marriage ministry

- Explain the ministry's purpose
- Communicate the benefits of participation
- Reach couples at different stages of marriage
- Reduce the stigma sometimes associated with marriage programs
- Encourage early registration
- Provide clear participation instructions
- Maintain consistent branding
- Create excitement
- Build trust
- Encourage personal invitations
- Establish a recognizable ministry presence
- Connect each event to a larger ministry pathway

Core Promotional Message

Marriage ministry should be presented as an opportunity for growth rather than a response only to problems.

Recommended core message:

Every marriage can grow. Our church marriage ministry provides biblically grounded teaching, practical tools, meaningful conversations, and supportive experiences to help couples strengthen their relationship and serve God together.

Alternative message:

Strong marriages do not happen by accident. They are built through understanding, communication, biblical wisdom, intentional action, and ongoing growth.

Short promotional message:

Strengthen your marriage. Deepen your connection. Discover God's purpose together.

Ministry Positioning Statement

Use this statement to describe the ministry on websites, flyers, registration pages, and church materials:

Our Marriage Ministry equips husbands and wives with biblically grounded teaching, practical resources, assessments, and guided experiences that strengthen marriages, support families, and prepare couples for faithful service.

Primary Audiences

Promotional language should be adapted for the intended audience.

Married Couples

Emphasize:

- Growth
- Connection
- Communication
- Understanding
- Purpose
- Practical tools
- Shared experiences

Newly Married Couples

Emphasize:

- Building strong foundations
- Developing healthy habits
- Understanding expectations
- Learning to communicate
- Planning for the future

Long-Term Married Couples

Emphasize:

- Renewed connection
- New seasons
- Purpose
- Legacy
- Continued growth
- Service

Husbands

Emphasize:

- Practical guidance
- Understanding a wife
- Leadership
- Communication
- Purpose
- Action steps

Wives

Emphasize:

- Understanding a husband
- Communication
- Respect
- Partnership
- Growth
- Practical application

Ministry-Minded Couples

Emphasize:

- Spiritual gifts
- Purpose

- Leadership
- Service
- Mentoring
- Kingdom impact

Pastors and Church Leaders

Emphasize:

- Stronger families
- Practical ministry systems
- Trained facilitators
- Scalable resources
- Couple development
- Church health

Recommended Promotional Tone

Promotional communication should be:

- Warm
- Hopeful
- Respectful
- Biblically grounded
- Practical
- Welcoming
- Clear
- Encouraging
- Nonjudgmental
- Action-oriented

Avoid language that sounds:

- Shaming
- Condemning
- Alarmist
- Overly clinical
- Accusatory
- Desperate
- Intrusive
- Focused only on marital problems

Avoid messages such as:

- Is your marriage falling apart?
- Are you failing as a spouse?
- Fix your marriage before it is too late.
- Every couple in trouble should attend.
- Your spouse needs this class.

Use messages such as:

- Every marriage can benefit from intentional growth.
 - Invest in your marriage.
 - Build stronger habits together.
 - Discover practical tools for your next season.
 - Strengthen your connection before challenges grow.
 - Learn how to better understand one another.
-

Promotional Campaign Structure

A complete campaign may include four stages.

Stage One: Awareness

Introduce the marriage ministry and explain why it matters.

Suggested timeline:

Three to six weeks before registration closes.

Use:

- Worship announcements
- Website content
- Social media
- Email
- Bulletin announcements
- Ministry leader communication
- Promotional graphics

Stage Two: Interest

Explain the specific benefits of the program.

Suggested timeline:

Two to four weeks before registration closes.

Use:

- Participant benefits
- Topic highlights
- Short videos
- Testimonials
- Frequently asked questions
- Personal invitations
- Event previews

Stage Three: Registration

Create urgency and provide clear instructions.

Suggested timeline:

One to two weeks before registration closes.

Use:

- Registration reminders
- Deadline graphics
- Text messages
- Direct email
- QR codes
- Personal follow-up

Stage Four: Final Reminder

Confirm logistical information and encourage last-minute registration.

Suggested timeline:

One to three days before registration closes or the event begins.

Use:

- Final reminder email
 - Text message
 - Social media reminder
 - Worship announcement
 - Registration link
 - Childcare reminder
 - Location details
-

Promotional Timeline

Six Weeks Before

- ☐ Confirm the program title.
- ☐ Confirm the date, time, and location.
- ☐ Confirm registration details.
- ☐ Confirm cost and childcare.
- ☐ Create the campaign theme.
- ☐ Prepare the main promotional graphic.
- ☐ Prepare the website announcement.
- ☐ Prepare the registration page.
- ☐ Inform church staff and ministry leaders.

Five Weeks Before

- ☐ Publish the initial announcement.
- ☐ Add the program to the church calendar.
- ☐ Place information on the church website.
- ☐ Share the first social media post.
- ☐ Send the first email announcement.
- ☐ Provide printed flyers.

Four Weeks Before

- ☐ Begin worship-service announcements.
- ☐ Share the program benefits.
- ☐ Ask ministry leaders to invite couples.
- ☐ Publish a topic-focused social media post.
- ☐ Distribute bulletin announcements.

Three Weeks Before

- ☐ Share a testimonial.

- ☐ Publish a frequently asked question.
- ☐ Send a second email.
- ☐ Contact couples who participated in previous programs.
- ☐ Promote childcare and accessibility details.

Two Weeks Before

- ☐ Publish a registration reminder.
- ☐ Share a short video invitation.
- ☐ Send a text-message reminder.
- ☐ Ask church leaders to make personal invitations.
- ☐ Review registration numbers.

One Week Before

- ☐ Publish a one-week reminder.
- ☐ Announce the registration deadline.
- ☐ Send the final email campaign message.
- ☐ Contact interested couples who have not registered.
- ☐ Confirm registration and payment instructions.

Final Two Days

- ☐ Publish a final reminder graphic.
 - ☐ Send a final text message.
 - ☐ Provide location and parking details.
 - ☐ Confirm childcare information.
 - ☐ Confirm participant materials.
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Church Website Announcement

Marriage Ministry

Strong marriages contribute to strong families and healthy churches.

Our Marriage Ministry provides biblically grounded teaching, practical tools, assessments, and meaningful experiences designed to help couples strengthen communication, deepen understanding, grow spiritually, and discover God's purpose for their marriage.

Whether you are newly married, have been married for many years, desire enrichment, or want to prepare for service, there is a place for you.

Explore upcoming classes, workshops, assessments, small groups, and couple resources.

Registration Information:

Program: _____

Date: _____

Time: _____

Location: _____

Cost: _____

Childcare: _____

Registration Deadline: _____

Registration Link: _____

Contact: _____

Short Website Description

Biblically grounded resources and practical experiences that help couples strengthen their marriage, grow together, and serve God faithfully.

Homepage Promotional Banner

Headline

Strengthen Your Marriage. Grow Together. Serve With Purpose.

Supporting Text

Join our Marriage Ministry for biblical teaching, practical tools, and meaningful experiences designed for couples at every stage.

Button

Explore Marriage Ministry

Alternative button:

View Upcoming Opportunities

Worship-Service Announcement**Standard Announcement**

Our church believes that every marriage can grow stronger through biblical understanding, intentional communication, and practical support. We invite married couples to participate in our upcoming marriage ministry experience, [Program Name], beginning [Date]. This opportunity is designed to help couples strengthen their relationship, better understand one another, and grow together in purpose. Registration is now open. Visit [Website] or scan the QR code for details.

Short Announcement

Married couples, registration is now open for [Program Name]. Join us for biblical teaching, practical tools, and meaningful conversations designed to strengthen your marriage. The program begins [Date]. Register today at [Website].

Final Reminder Announcement

This is the final week to register for [Program Name]. The program begins [Date] at [Time]. Couples who want to strengthen communication, deepen connection, and grow together are encouraged to participate. Register by [Deadline] at [Website].

Bulletin Announcement**Standard Version****Invest in Your Marriage**

Join us for [Program Name], a biblically grounded marriage ministry experience designed to help couples strengthen communication, increase understanding, and grow together.

Date: _____

Time: _____

Location: _____

Cost: _____

Childcare: _____

Registration Deadline: _____

Register: _____

Short Version**Marriage Ministry Registration Is Open**

Couples are invited to participate in [Program Name], beginning [Date]. Discover practical tools for strengthening communication, connection, and purpose.

Register at: _____

Email Announcement Series**Email One: Ministry Introduction****Subject Line**

A New Opportunity to Strengthen Your Marriage

Email Content

Dear Couples,

Every marriage can benefit from intentional growth.

Our church is pleased to offer [Program Name], a biblically grounded marriage ministry experience designed to help husbands and wives strengthen communication, better understand one another, and grow together in purpose.

During this experience, couples will:

- Explore practical marriage principles
- Participate in guided discussions
- Identify meaningful action steps
- Gain tools for continued growth
- Connect marriage development with biblical discipleship

Program Details:

Date: _____

Time: _____

Location: _____

Cost: _____

Childcare: _____

Registration Deadline: _____

Register Here: _____

We encourage you to make an intentional investment in your marriage.

Marriage Ministry Team

Email Two: Benefits

Subject Line

What Could Change With One Intentional Step?

Email Content

Dear Couples,

Strong marriages are built through understanding, communication, biblical wisdom, and intentional action.

[Program Name] will provide practical opportunities to help couples:

- Communicate more clearly
- Better understand one another
- Recognize marital strengths
- Identify areas for growth
- Develop specific action steps
- Explore God's purpose together

This program is not only for couples experiencing serious difficulties. It is designed for couples who want to continue growing.

Date: _____

Register: _____

We look forward to learning and growing together.

Marriage Ministry Team

Email Three: Frequently Asked Questions

Subject Line

Is This Marriage Program Right for Us?

Email Content

You may be wondering whether [Program Name] is a good fit for your marriage.

Who should attend?

Married couples at any stage who desire practical, biblical support for continued growth.

Will we have to discuss private issues publicly?

No. Couples control what they choose to share. Activities are designed to protect privacy.

Is this counseling?

No. This is an educational and discipleship experience. Pastoral and professional referrals are available when needed.

Do both spouses have to attend?

Program participation requirements may vary. Please contact the Marriage Ministry Team for details.

Is childcare available?

What is the cost?

How do we register?

Registration Deadline: _____

Email Four: Registration Reminder

Subject Line

Registration Is Still Open for [Program Name]

Email Content

Registration remains open for [Program Name].

Join other couples for biblical teaching, guided conversation, practical tools, and intentional growth.

Program Details:

Date: _____

Time: _____

Location: _____

Registration Deadline: _____

Register: _____

Spaces may be limited. Complete your registration today.

Email Five: Final Call**Subject Line**

Final Opportunity to Register

Email Content

Registration for [Program Name] closes on [Deadline].

Couples who participate will receive:

- Biblically grounded instruction
- Practical marriage tools
- Guided couple discussions
- Application activities
- Resources for continued growth

Date: _____

Time: _____

Location: _____

Register Now: _____

We hope you will join us.

Text-Message Templates**Initial Invitation**

Our church is offering [Program Name] for married couples beginning [Date]. Strengthen communication, understanding, and purpose through biblical teaching and practical tools.
Register: [Link]

Registration Reminder

Registration is open for [Program Name]. The deadline is [Date]. Couples can register here: [Link]

Final Reminder

Final reminder: Registration for [Program Name] closes [Date]. Join us for a practical marriage growth experience. Register: [Link]

Participant Reminder

Reminder: [Program Name] begins [Date] at [Time] in [Location]. Please bring [Materials]. We look forward to seeing you.

Follow-Up Message

Thank you for participating in [Program Name]. We hope the experience supported your growth. Please complete the feedback form: [Link]

Social Media Campaign**Post One: Ministry Awareness****Caption**

Every marriage can grow.

Our church Marriage Ministry provides biblically grounded teaching, practical tools, and meaningful opportunities for couples to strengthen communication, deepen understanding, and grow together.

Watch for upcoming programs and registration opportunities.

Graphic Text

Every Marriage Can Grow

Post Two: Registration Open**Caption**

Registration is now open for [Program Name].

This experience is designed to help couples:

- Better understand one another
- Strengthen communication

- Identify practical next steps
- Grow in biblical purpose

Date: [Date]

Register: [Link]

Graphic Text

Registration Is Open

Post Three: Couple Benefit

Caption

Marriage growth does not require a crisis.

It requires intentional time, honest communication, biblical wisdom, and practical action.

Join us for [Program Name].

Register by [Deadline].

Graphic Text

Invest in Your Marriage

Post Four: Topic Highlight

Caption

What helps couples communicate more effectively?

During [Program Name], couples will explore practical strategies for listening, speaking clearly, understanding expectations, and responding respectfully.

Register: [Link]

Graphic Text

Stronger Communication Starts Here

Post Five: Testimonial

Caption

“[Insert approved participant statement.]”

Couples who participate in our Marriage Ministry gain practical tools for continued growth.

Registration for [Program Name] is open.

Graphic Text

What Couples Are Saying

Post Six: Countdown

Caption

Only one week remains to register for [Program Name].

Date: [Date]

Time: [Time]

Location: [Location]

Register today: [Link]

Graphic Text

One Week Left

Post Seven: Final Call

Caption

Registration closes tomorrow.

Take one intentional step toward strengthening your marriage.

Register for [Program Name]: [Link]

Graphic Text

Registration Closes Tomorrow

Post Eight: Program Launch

Caption

Today begins [Program Name].

We are grateful for every couple who chose to invest in continued growth, communication, understanding, and purpose.

Please keep the participating couples and ministry team in prayer.

Graphic Text

Marriage Ministry Begins Today

Post Nine: Behind the Scenes

Caption

Our Marriage Ministry Team is preparing materials, activities, and resources for [Program Name].

We are committed to creating a welcoming, biblically grounded, and practical experience for every participating couple.

Graphic Text

Preparing to Serve Couples

Post Ten: Continued Engagement

Caption

Marriage growth continues after the event.

Couples are encouraged to review their notes, practice one action step, and continue the conversation.

Visit [Website] for additional marriage resources.

Graphic Text

Keep Growing Together

Social Media Story Ideas

Use short story slides for:

- Registration opens today
- Three reasons to attend
- Topic spotlight
- Meet the facilitator
- Frequently asked question
- Testimonial
- One week left
- Three days left
- Registration closes tonight
- What to bring
- Event begins tomorrow
- Thank you for participating

Graphic Templates

Main Event Flyer

Include:

- Church logo
- Marriage Ministry name
- Program title
- Short benefit statement
- Date
- Time
- Location
- Registration deadline

- Cost
- Childcare information
- QR code
- Website
- Contact information

Recommended headline:

Strengthen Your Marriage. Grow Together.

Recommended supporting statement:

A biblically grounded experience with practical tools for communication, connection, and purpose.

Registration Open Graphic

Include:

- Program title
- “Registration Open”
- Date
- Short benefit
- QR code or website
- Church logo

Countdown Graphic

Create versions for:

- Three weeks left
- Two weeks left
- One week left
- Three days left

- Registration closes tomorrow
- Registration closes today

Topic Spotlight Graphic

Include:

- Program title
- Featured topic
- One-sentence benefit
- Registration information

Topic examples:

- Communication
- Respect
- Connection
- Purpose
- Conflict
- Spiritual gifts
- Decision-making
- Leadership
- Service

Testimonial Graphic

Include:

- Short approved quotation
- First name or anonymous attribution
- Program name
- Church logo

- Registration call to action

Do not publish participant names, photographs, or statements without permission.

Facilitator Introduction Graphic

Include:

- Facilitator photograph
- Name
- Role
- Short biography
- Program title
- Date
- Registration link

Final Reminder Graphic

Include:

- “Final Opportunity to Register”
 - Deadline
 - Program title
 - Date
 - QR code
 - Website
-

Recommended Graphic Sizes

Social Media Square

1080 × 1080 pixels

Use for:

- Instagram
- Facebook
- General social media posts

Social Media Portrait

1080 × 1350 pixels

Use for:

- Instagram feed
- Mobile-focused promotion

Story Graphic

1080 × 1920 pixels

Use for:

- Instagram Stories
- Facebook Stories

Website Banner

1600 × 600 pixels

Use for:

- Church website
- Registration page
- Email header

Presentation Slide

1920 × 1080 pixels

Use for:

- Worship announcements
- Lobby monitors
- Event presentations

Printed Flyer

8.5 × 11 inches

Use for:

- Church lobby
- Bulletin boards
- Community distribution

Graphic Design Guidelines

Recommended Colors

Deep Navy

#0C192A

Use for:

- Church leadership
- Backgrounds
- Buttons
- Headings
- Footer sections

Warm Gold

#CBA054

Use for:

- Accents
- Dividers
- Icons

- Category labels
- Highlighted words

Burgundy

#7A1F2B

Use for:

- Couple-focused materials
- Accent buttons
- Select promotional graphics

Warm Ivory

#F7F5F2

Use for:

- Backgrounds
- Light sections
- Printed materials

White

#FFFFFF

Use for:

- Card backgrounds
- Text on dark backgrounds
- Clean visual space

Charcoal

#29313D

Use for:

- Body text
- Secondary headings

Image Recommendations

Use images that communicate:

- Warmth
- Partnership
- Diversity
- Hope
- Connection
- Church community
- Leadership
- Purpose
- Spiritual growth

Recommended images include:

- Married couples talking
- Couples praying
- Couples participating in a class
- A pastor teaching
- A facilitator leading discussion
- Couples completing workbooks
- A church group gathering
- An open Bible
- A church cross
- A warm residential setting
- Couples serving together

Avoid images that appear:

- Overly staged
- Emotionally distressed

- Argumentative
 - Clinical
 - Judgmental
 - Inconsistent with the church audience
-

Photography Consent

Before using participant photographs, obtain written permission.

The consent should explain:

- Where the images may appear
- Whether names will be used
- Whether video may be recorded
- Whether images may be used online
- Whether images may be used in future promotional materials
- How consent may be withdrawn

Do not photograph sensitive discussions or private couple activities without clear permission.

QR Code Guidelines

Use QR codes to connect visitors with:

- Registration forms
- Resource downloads
- Ministry webpages
- Interest surveys
- Assessments
- Contact forms

QR codes should:

- Be large enough to scan
- Have sufficient white space
- Use high contrast
- Be tested before publication
- Lead directly to the intended page
- Include a written website address as an alternative

Recommended wording:

Scan to Register

Scan to Learn More

Scan to Download

Scan to Begin

Personal Invitation Strategy

Personal invitations are often more effective than general announcements.

Ask:

- Pastors
- Deacons
- Elders
- Small-group leaders
- Men's ministry leaders
- Women's ministry leaders
- Family ministry leaders
- Previous participants
- Couple leaders

to personally invite couples.

Personal Invitation Script

Our church is offering [Program Name], and I thought of you. It is designed to help couples strengthen communication, better understand one another, and grow together. I would be glad to send you the details.

Follow-Up Invitation

I wanted to follow up about [Program Name]. Registration remains open, and I believe the experience could be valuable for couples who want to continue growing. Here is the registration link: [Link]

Frequently Asked Questions**Is the program only for couples experiencing problems?**

No. The program is designed for couples who want to strengthen their marriage, gain practical tools, and continue growing.

Will we have to share private information?

No. Couples choose what they want to share. Activities are designed to protect privacy.

Is this marriage counseling?

No. This is an educational and discipleship program. Pastoral or professional support may be recommended when needed.

Can one spouse attend alone?

Participation requirements depend on the program. Contact the Marriage Ministry Team for details.

Is childcare available?

Is there a cost?

Do we need to purchase materials?

Is the program open to the community?

How do we register?

Registration Page Template

Program Title

Headline

Strengthen Your Marriage Through Biblical Understanding and Practical Action

Program Description

[Program Name] is a marriage ministry experience designed to help couples strengthen communication, better understand one another, identify practical growth opportunities, and explore God's purpose together.

Participants Will

- Receive biblically grounded instruction
- Participate in guided couple discussions
- Complete practical activities
- Identify specific next steps
- Gain resources for continued growth

Program Details

Date: _____

Time: _____

Location: _____

Cost: _____

Childcare: _____

Registration Deadline: _____

Materials Included: _____

Registration Button

Register Now

Contact Information

Name: _____

Email: _____

Phone: _____

Registration Confirmation Email

Subject Line

Your Registration Is Confirmed

Dear [Name],

Thank you for registering for [Program Name].

Program Details:

Date: _____

Time: _____

Location: _____

Parking Information: _____

Childcare Information: _____

Materials to Bring: _____

Please arrive by: _____

Contact: _____

We look forward to welcoming you.

Marriage Ministry Team

Participant Reminder Email

Subject Line

Reminder: [Program Name] Begins Soon

Dear [Name],

This is a reminder that [Program Name] begins on [Date].

Time: _____

Location: _____

Please bring: _____

Childcare instructions: _____

We look forward to a meaningful time of learning, reflection, and growth.

Marriage Ministry Team

Post-Event Thank-You Email

Subject Line

Thank You for Participating

Dear Couples,

Thank you for participating in [Program Name].

We hope the experience provided helpful biblical insight, meaningful conversation, and practical tools for continued growth.

Please take a few minutes to complete the participant feedback form:

[Feedback Link]

Additional resources are available at:

[Resource Link]

Our next marriage ministry opportunity is:

[Next Opportunity]

Thank you for investing in your marriage.

Marriage Ministry Team

Testimonial Request

Subject Line

Would You Share Your Experience?

Dear [Name],

Thank you for participating in [Program Name].

We would appreciate a brief statement describing what you found helpful.

Possible questions:

- What stood out to you?
- What practical tool did you gain?
- Would you recommend the program?
- What would you tell another couple?

Your statement will not be published without your permission.

Testimonial:

Name or Anonymous Attribution:

☐ I give permission for this statement to be used.

☐ I give permission for my first name to be used.

☐ I prefer to remain anonymous.

Promotional Checklist

Program Information

☐ Program title confirmed

- ☐ Date confirmed
- ☐ Time confirmed
- ☐ Location confirmed
- ☐ Cost confirmed
- ☐ Childcare confirmed
- ☐ Registration deadline confirmed
- ☐ Registration link active
- ☐ Contact information confirmed

Written Materials

- ☐ Website announcement
- ☐ Bulletin announcement
- ☐ Worship announcement
- ☐ Email series
- ☐ Text messages
- ☐ Frequently asked questions
- ☐ Registration confirmation
- ☐ Participant reminders

Graphics

- ☐ Main event flyer
- ☐ Registration open graphic
- ☐ Social media square
- ☐ Social media portrait
- ☐ Story graphic
- ☐ Website banner
- ☐ Presentation slide
- ☐ Countdown graphics

☐ Final reminder graphic

☐ QR code tested

Communication

☐ Church staff informed

☐ Ministry leaders informed

☐ Worship announcements scheduled

☐ Emails scheduled

☐ Social posts scheduled

☐ Text reminders scheduled

☐ Personal invitations assigned

☐ Registration follow-up assigned

Evaluation

☐ Registration source tracked

☐ Attendance tracked

☐ Participant feedback collected

☐ Promotional effectiveness reviewed

☐ Future improvements documented

Promotional Tracking Sheet

Promotional Method	Date Used	Responsible Person	Response or Result
Website			
Worship Announcement			
Bulletin			
Email			
Text Message			
Facebook			
Instagram			
Personal Invitation			
Ministry Leader Outreach			
Printed Flyer			
Other			

Promotional Evaluation

Program

Registration Goal

Actual Registration

Attendance

Most Effective Promotional Method

Least Effective Promotional Method

Most Common Registration Source

Questions Participants Asked

Recommended Changes

Annual Marriage Ministry Promotion Calendar**January**

- Marriage ministry introduction
- Annual calendar announcement
- New-year couple planning resource

February

- Marriage enrichment campaign
- Couple event
- Marriage celebration
- Registration for spring program

March

- Communication topic promotion

- Small-group recruitment
- Facilitator introduction

April

- Marriage purpose resources
- Spiritual growth campaign
- Workshop registration

May

- Family-strengthening campaign
- Mother's Day-related couple resources
- Summer program announcement

June

- Father's Day-related marriage content
- Husband-focused resource promotion
- Summer couple activity

July

- Marriage resource library campaign
- Midyear couple check-in
- Fall program preview

August

- Fall registration launch
- Facilitator recruitment
- Marriage ministry volunteer campaign

September

- Fall marriage study
- Small-group promotion
- Couple assessment campaign

October

- Purpose and service campaign
- Ministry-minded couple recruitment
- Leadership development

November

- Gratitude and appreciation campaign
- Couple reflection resource
- Annual ministry evaluation

December

- Marriage ministry celebration
- Next-year calendar preview
- Couple vision-planning resource

Final Promotional Principle

Effective promotion does more than announce an event.

It helps couples understand:

- Why the ministry matters
- What they will gain
- How the experience works
- Whether the program is appropriate for them
- How to participate
- What step to take next

Clear communication builds trust. Consistent branding builds recognition. Personal invitations build participation.

Biblically grounded messaging builds confidence. Practical benefits create interest. A clear call to action produces response.

The purpose of promotion is not simply to fill seats. The purpose is to connect couples with resources, teaching, conversations, and experiences that can strengthen marriages, support families, and advance the mission of the church.