



Promotion Guide

Spy Academy Promotion Guide

Boost Recruiting and Registrations

You need to promote VBS within your church (this helps with recruiting) and within your community (this helps with registrations). There are a lot of ways you can promote your VBS even on a small budget.

Here's a checklist of the things you need to include on all your promotional material:

- The name of your church
- The location (if it's different from your church) of the VBS program
- The dates of the VBS program
- The ages included in the VBS program
- The time of the VBS program
- The cost (if any) of the VBS program
- Contact information (phone number, email address, website)
- Some information about activities to expect (ex. games, snacks, crafts, music, and great stories)

Here are some ideas for getting the word out in your community:

- Get permission to distribute flyers in the local school.
- Put a float in the community parade.
- Give flyers to kids from your Sunday School to hand out to their friends.
- Send a flyer with a personal invitation to all those who attended last year's VBS.
- Distribute flyers in your community.
- Put an ad in the community newspaper.
- Put an ad on community notice boards.
- Put a large banner on your lawn or the side of your church.

Here are some ideas of promotional materials to create:

1. Create a flyer.

They are an excellent way of getting the word out in your community. Flyers should be colourful and attractive. They should also be large enough to comfortably include all the information people will need about the program. A half sheet (8 ½ x11) is ideal. A quarter sheet size is alright but it can be a bit tight.

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Here's an example of a flyer:



2. Create a banner.

Hang a banner on your church to let the community know what's happening. The banner can be an large version of your flyer. The banner should be large enough to see and read from the road.

3. Create posters.

Hang posters in your church and in the community. Get permission to hang posters in the local library, community center, grocery stores, etc.

4. Temporary tattoos of the logo.

Temporary tattoos are a fun way to promote VBS. All volunteers should use them and you can give them to the children in Sunday School to help promote VBS. You can also send temporary tattoos to children who pre-register as a way to build interest and excitement.

5. Community reader boards.

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This costs some money, but if you have the budget it can be a great way to get the word out. Remember, people are reading it as they drive by so be succinct and include an easy to remember website address.

5. Online.

If your church has a website, include information and a link to the VBS page from the main page. Highlighting VBS on your website can boost recruitment of volunteers and registration of children.

Promote VBS through social media – don't forget Twitter, Instagram, and Facebook. These are all fun ways to highlight your VBS program. Be creative!

6. Promo video.

A promo video can really generate excitement for your VBS. Create one of your own (this is a great way to involve more people from your congregation!) or use the one provided in the Supplementary Resources Folder. Show the video in Sunday School and the main service, include it on your website, post it on Facebook.