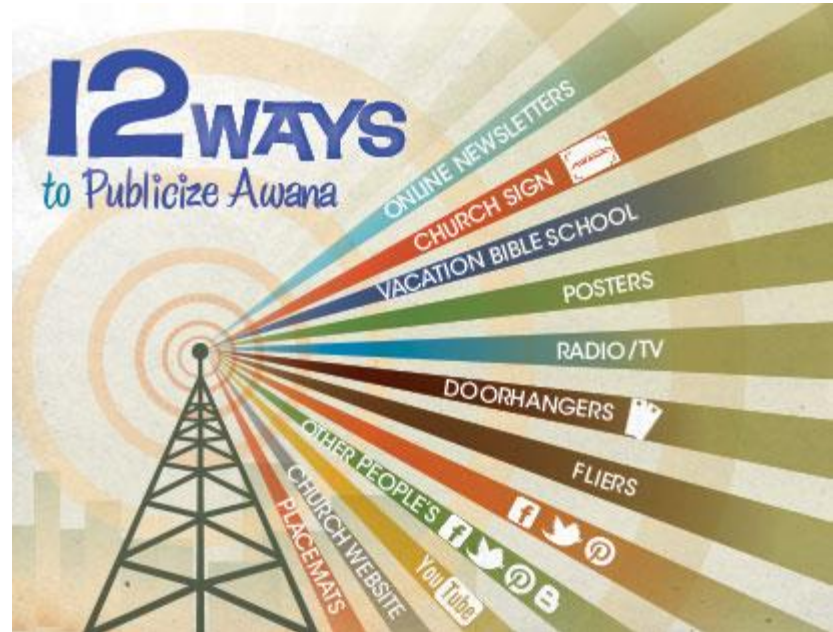


As a new Awana year fast approaches, you might be thinking of ways to publicize your program. Here are some methods other churches have done. Read through the list and adapt what you can:



1. **Newspapers, community newsletter, online bulletin boards.** These are obvious, but sometimes what isn't so obvious is how easy it is to submit announcements to these media outlets and get them published or posted. One church literally sent an update about their Awana club every month—and always had it included in the community announcements.
2. **Church sign.** Do people driving by your church know you have Awana? Often that's how families who have recently moved choose a new church. So put up a banner or have someone build a sign to advertise your club. (One church had someone do a bigger-than-life-sized Sparky to attract attention.) Or, if your church has some type of sign with a changeable message, include Awana.
3. **Vacation Bible School (or other kid event) mailing lists.** Sometimes different kids come to VBS than come to Awana. Make sure you include those kids in your upcoming Awana news. One church went further. The last day of VBS, all children received a coupon for an ice cream sundae. They could turn it in the first night of Awana for their treat.
4. **Posters.** Hang them everywhere you can ... the bulletin board at the local coffee shop, at the grocery store, in the window at the hardware store, etc. Of course, you need to ask permission, but many places will let you do so. (Be polite. Offer to collect them afterwards.)
5. **Radio/TV station community service program.** Write up a press release and submit to the program. Or, why not interview a couple clubbers about why they like Awana and see if the station would play the interview?
6. **Door Hangers.** Why not challenge your teens to go around the neighborhood and put a door hanger on all the homes? Give them instructions about the proper way to do this. (Don't put in the mailboxes, leave on the ground, etc.)
7. **Fliers.** You can give several to church families to hand out to their friends, but don't overlook putting them on counters at stores. Customers can pick them up while making their purchases. You will need to get permission and many stores will not let you do it, but you might be surprised. How about the Christian bookstore or how about the restaurant owned by that family who just happens to have a couple kids in your club?
8. **Facebook, Twitter, Pinterest.** What social media accounts does your church have? Don't forget to announce a new year! Let your followers know this will be exciting!
9. **Other people's Facebook, Twitter, Pinterest accounts and blogs.** How about all those leaders who are on social media? Encourage them to post about the upcoming start of the year. You might even supply them with a couple fun pictures they could include.
10. **YouTube.** Again, get some kids involved (with the parents' permission). Why do they like Awana? Why do they think other kids should come? How about a funny video of last year's funny theme night or game? Make this available for leaders and parents to upload on their own social media sites. (Don't forget to ask permission before posting a child's picture.)
11. **Church Website.** Don't bury the news three clicks in—put it on the home page for a few weeks. (And don't forget to be clear about time and where your church is located.)
12. **Placemats.** Here's unique way one church publicized their club ... and their attendance shot up after the blitz. Every time the church had a special event, the pastor went to a local fast good restaurant for the drinks and some of the food. Over the years, the church spent a lot of money at the restaurant and the pastor developed a friendship with the owner. The result? One year, right before the first night of club, the restaurant allowed the church to put an Awana placemat on each order (the church had these specially made), both those who ate inside the restaurant and the to-go orders. Over the course of the weekend, more than 5,000 placemats were used. The pastor said, "This friendship developed over several years. I wouldn't have been able to simply walk up to the restaurant and ask for permission to do this."