

2. Event Promotion

This section is intended to help with the promotion of your faith leader training by sharing sample brochures and related communication pieces that other coalitions have created for their events. Below are some general suggestions to help with publicity for your event.

1. The most effective outreach grows out of relationships—start there

- Assemble an event planning team with people who have existing relationships in the faith community.
- Invite faith leaders who care about end-of-life work to join your planning group. If appropriate, include them in your faculty.
- Ask each leader you connect with, “Can you think of other faith leaders who might be interested in this topic?”

2. Take advantage of existing networks to help with publicity

- See if your local hospice or hospital already has a database of faith-based organizations that they would be willing to share.
- Reach out first to those organizations that your planning group members already have personal connections with and work out from there.
- Check with local interfaith groups to see if they can put you on their meeting agenda. A personal invitation to your event means much more than a flyer in the mail.
- Attend any faith organization events where you might be able to network and share your flyers.

3. Rely on more than one form of notification

- Don’t hesitate to use mail, electronic, phone, and in-person contact to encourage people to attend your event. The more times they are reminded of it, the better.
- See if your local hospice and hospital chaplains would be willing to take the event brochures out with them to meetings in the community.
- Ask staff from your coalition’s member organizations to share the event brochures with their own congregations’ leadership.