SINGLE MOM SUPPORT GROUPS

LEADER —
GUIDES

PROMOTING YOUR GROUP

Group promotion is essential to a successful single mom support group. In this guide, we will give some tips and pointers on how to effectively promote your group! Let's go! Contact us with questions!

Why Promote?

80%

In Las Vegas, at our pilot group, around 80% of the ladies that are connected to our group came from outside the church. We had some ladies that were already part of the church, but most of them were looking for a way to get connected. We promoted through a few different means, including handing out flyers, working with the local pregnancy center, and Facebook Advertising.
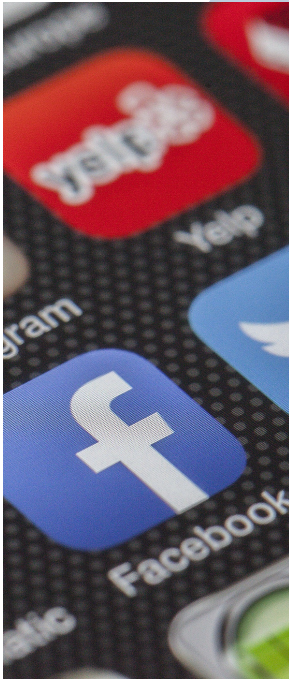
Flyers

Make an effective flyer that can be distributed through evangelism, schools, pregnancy center partnerships, doctors offices, and any other community partners.

Digital Advertisement

Design an image that includes your groups information such as date, times, location, etc that can be added to your social media channels, your church announcement slides, your church bulletin, etc.
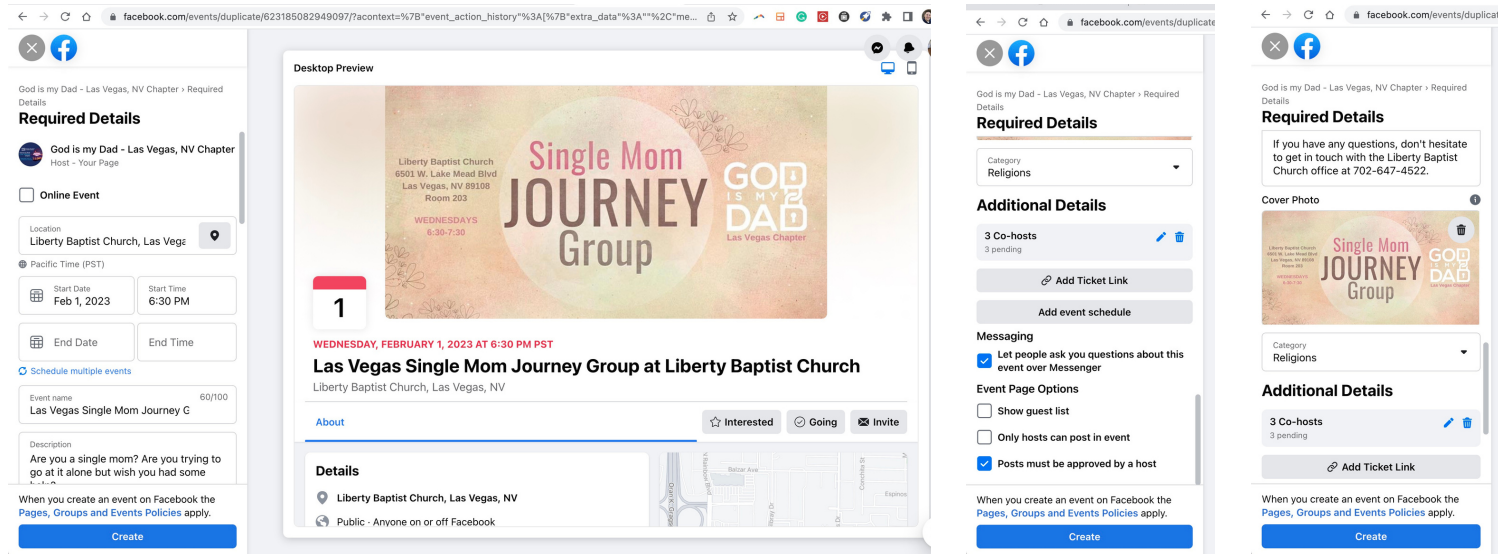
Facebook

Facebook is a great tool for promoting your support group, staying in touch with your single moms, and staying connected to the moms in your group! In this guide, we will show you how to target single moms within a 10-mile radius of your meeting location!

Facebook Event Boost

On your Church's Facebook Page, create an event for your meetup. Below is an example of the information to fill-in.

Sample Event Description

Are you a single mom? Are you trying to go at it alone but wish you had some help?

Do you wish you had a group that understands your unique journey?

We have the perfect group for you!

You are invited to The Single Mom Journey Group at _____, that meets on Wednesdays during the evening service. _____ is located at 6501 W Lake Mead Blvd, Las Vegas, NV 89108.

We will cover some of the top issues for single moms on their journey.

Through getting plugged into this group, single moms will be able to be helped on their single-mom journey by covering some of the top issues that they may face, making new friends, having some refreshments, fellowship, getting involved in some activities, and having someone that they can talk to about their individual situation as a single mom.
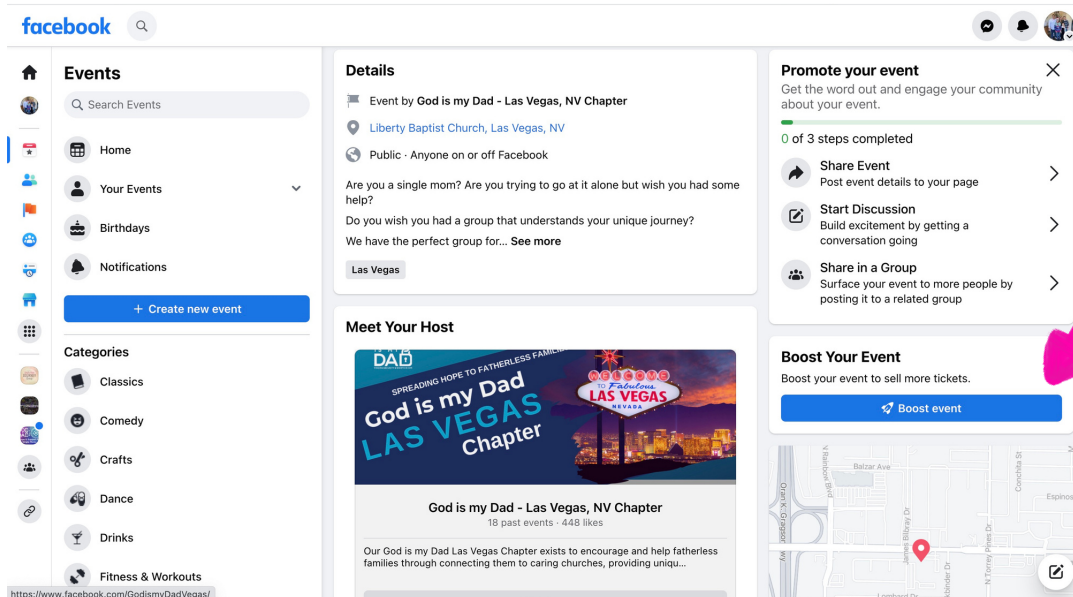
***Childcare will be provided for all ages during each group meeting.

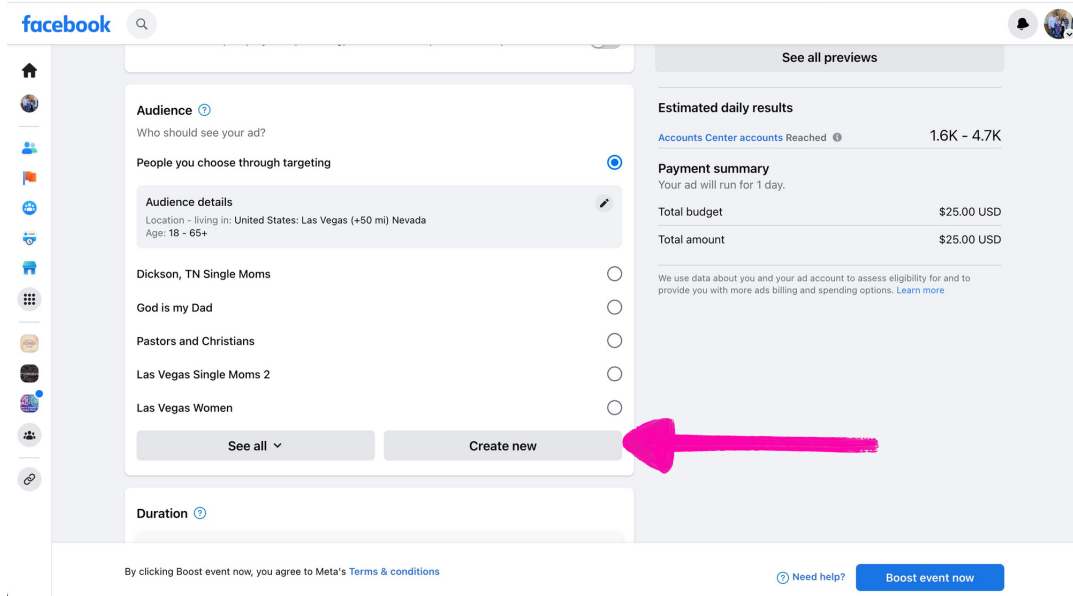**You do not have to be a member of Liberty Baptist Church to attend, all single moms are invited!**

If you have any questions, don't hesitate to get in touch with the Church office at _____.

Facebook Event Boost

After your event is created, you can "Boost" it to a targeted crowd. To get started Click "Boost Event."
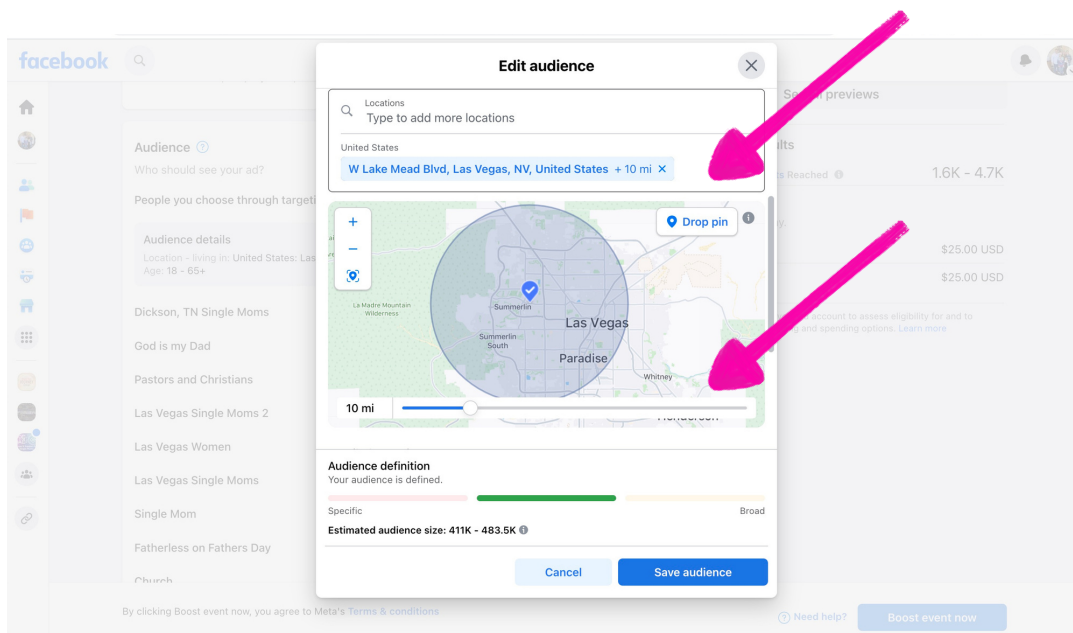

Click "Create new" to create a custom audience focused on single moms in the areas around your church.
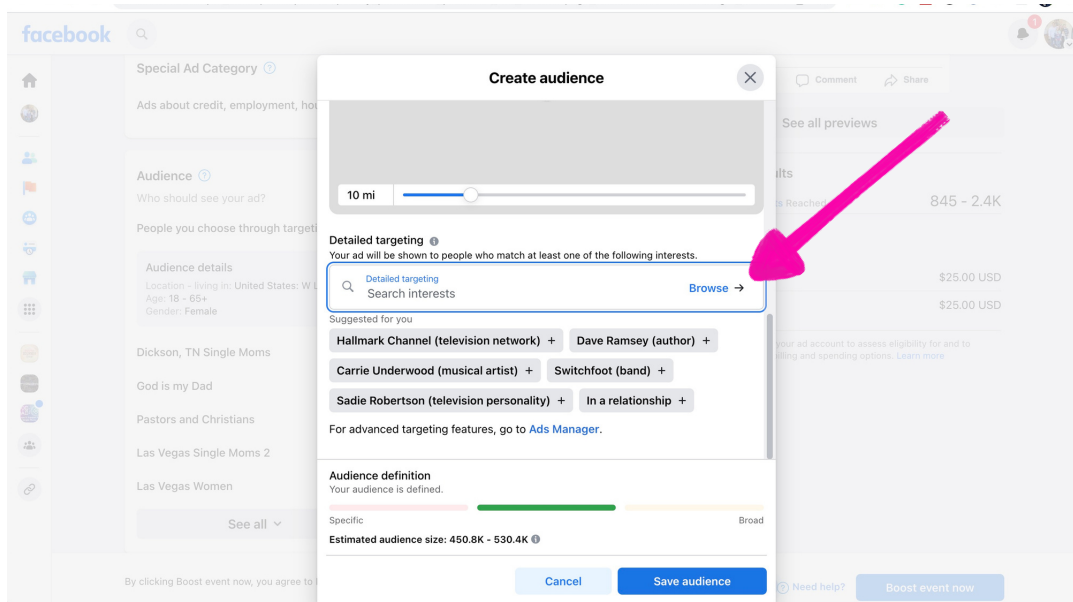
Facebook Event Boost

Enter your meeting location address in search bar and choose 5 to 10 miles or whatever distance you desire.
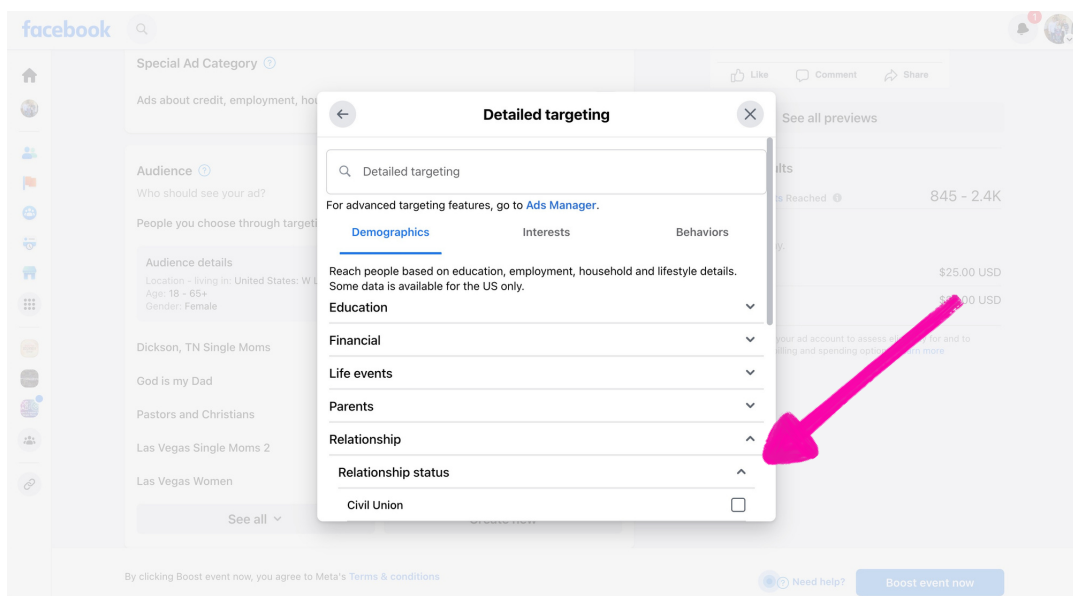

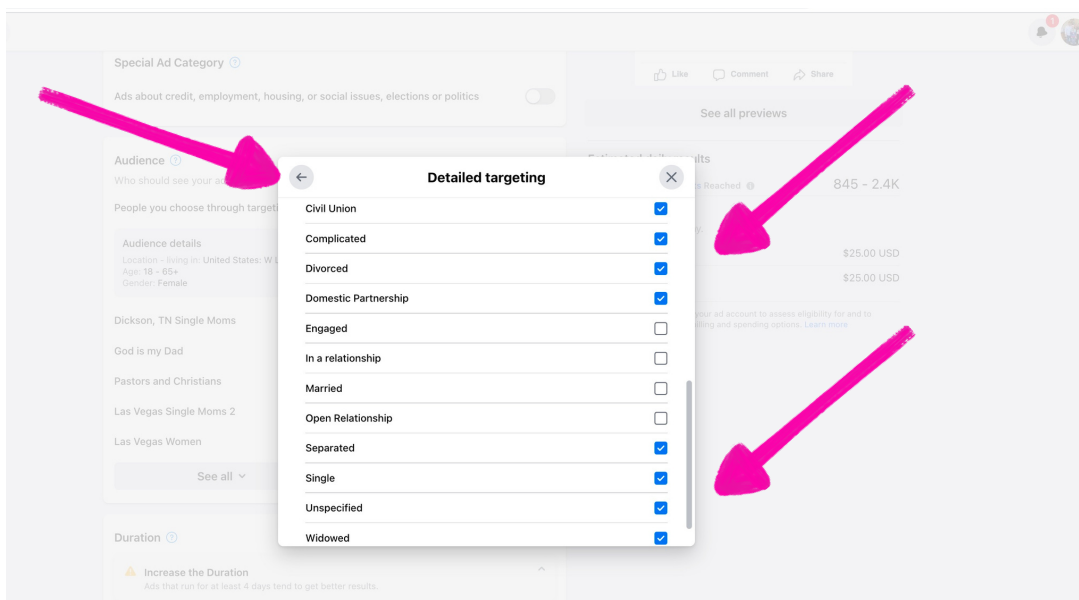Before clicking "Save Audience" scroll down to "Detailed Targeting" and click "Browse"

Facebook Event Boost
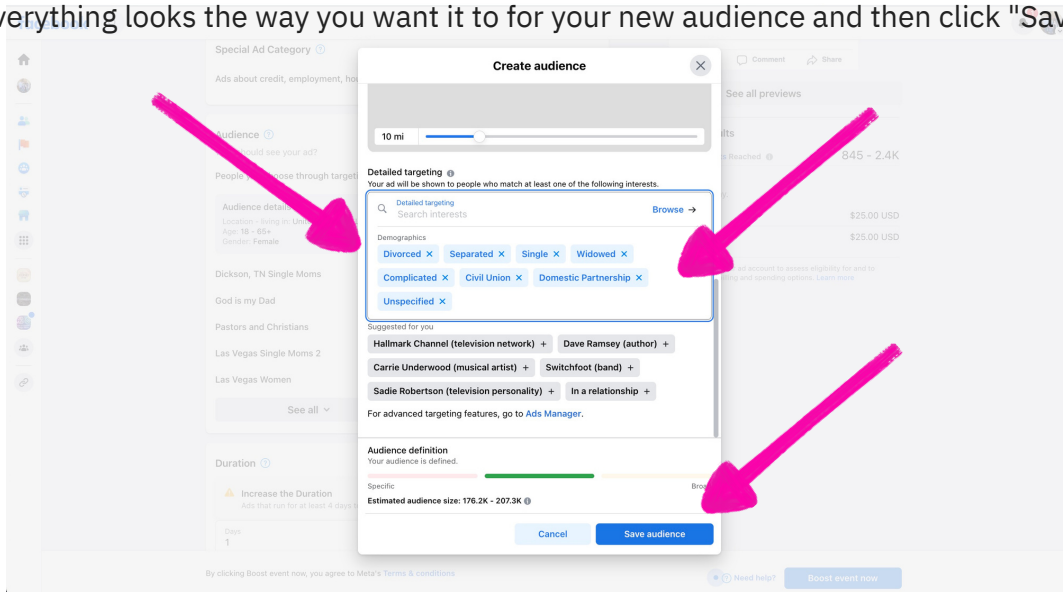
Selection the "Relationship" drop down menu.

Under Relationship, select relationship statuses related to single moms, including divorced, separated, single, and widowed. You can also try out civil union, complicated, domestic partnerships, open relationships, unspecified, or even in a relationship because these statuses could relate to a single mom as well.

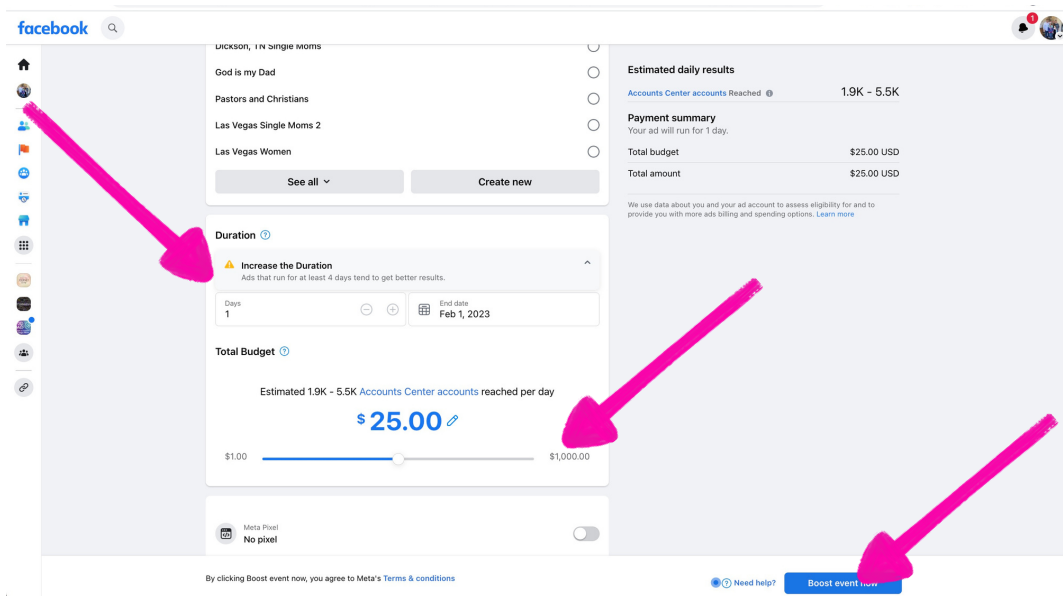After selecting click the arrow to go back.

Facebook Event Boost

Now the relationship statuses that you selected should show in blue under the "Detailed targeting" section. Confirm that everything looks the way you want it to for your new audience and then click "Save Audience."

Scroll down to the bottom of the ad and select your duration and the total budget. It often takes 12-48 hours to get a boost approved by Facebook. It is recommended to start boosting your post 3-5 days before your event. When you are done click "Boost Post Now."

After you click Boost event now it will display as Under Review and it Facebook should give you a notification when your ad begins to run. If you make any changes to your ad after it is approved it usually goes into under review again and takes time to approve it.