



Sharing Hope in Crisis Live Seminar

PROMOTIONAL PLAN

The one-day Sharing Hope in Crisis (SHIC) live seminar is intended for anyone and everyone in the church to help prepare them for appropriate ministry in times of crisis. The following tools will help you promote to individuals in many walks of life who engage with friends, neighbors and co-workers as they suffer with a personal or family tragedy. We encourage you to consider inviting Christian counselors, First Responders, and Church leaders who face suffering people on a more regular basis.

A. Objective of the RRT Seminar:

1. To provide a greater Biblical and clinical understanding of grief and trauma for effective ministry
2. To learn what to say, or not to say, when people are grieving
3. To introduce ways to partner with the Billy Graham Rapid Response Team (RRT)

B. Tools provided by the RRT:

1. BGEA-RRT webpage for seminar registration and information (registration link that is shared with host church will link to RRT website)
2. Promotional videos (1:58 and 0:28)
3. RRT logo for church website promotion
4. Social media graphics (3 sizes)
5. Flyers (1-page and 2-up fliers)
6. Power Point slide with registration details
7. Sample email draft which can be forwarded from church to email contacts (area churches, pastors, organizations, etc.)
8. Public Service Announcement (PSA) to local radio stations
9. RRT to email RRT volunteer chaplains and contact churches within radius to invite to the seminar
10. Social media promotion in your area

C. Goals of Host Church:

1. Plan and promote the SHIC seminar as a city/regional event for the community
2. Pastor(s) promote the seminar in church services
3. Invite all believers in the community affiliated with such vocations and organizations as listed:
 - Area churches
 - Ministerial/Denominational/Associational groups
 - Bible College and Seminary Students
 - First Responders (Fire, Police, EMS)
 - Chaplains (Fire, Police, Military, Hospice, Hospital, etc.)
 - Campus Ministry Leaders
 - College/University Students
 - Emergency Management Personnel

D. Identify a “Coordinator” in your organization who agrees to:

1. Communicate directly with the RRT contact
2. Personally invite others to attend the seminar
3. Share the seminar opportunity with other churches/organizations

...”to equip the saints for the work of ministry, for building up the body of Christ...”

