

# Sharing Events in Ways That Truly Connect

For years, many churches sent every event to the district and hoped people would travel across the region to attend. Our areas are simply too large now, and the most **effective outreach really happens much closer to home.**

The good news is that local communities are full of places where people **already** look for information. With a bit of consistent effort, you can share your events where neighbors are most likely to notice and respond.

## Practical Places to Share Your Events

- **Facebook Events:** Quick to create, easy to share, and still one of the most searched places for local happenings. Encourage members to “mark interested” and repost.
- **Community Calendars:** Town websites, newspapers, parks departments, and civic groups often host free online calendars for nonprofits.
- **Neighborhood Facebook Groups:** HOA groups, local “What’s Happening in \_\_\_\_” pages, parenting groups, and buy/sell/trade pages often allow community event posts.
- **Patch and Local News Outlets:** Hyperlocal news sources frequently publish event listings that are submitted by residents.
- **Library, Coffee Shop, and Restaurant Bulletin Boards:** Physical flyers still work, especially in small towns and suburban centers.
- **HOA Clubhouses and Recreation Centers:** Many have newsletter editors or bulletin boards that welcome community-oriented content.
- **Local Radio and Cable Access Channels:** Many stations still air nonprofit announcements at no cost.
- **Schools and Civic Organizations:** PTOs, community centers, and volunteer groups may help share events that benefit families or support the community.

## Tips for Getting the Most Out of Your Outreach

- Keep event descriptions short and clear: what it is, who it is for, and why it matters.
- Use consistent graphics so people recognize your church quickly.
- Post early and repost sparingly.
- Invite your congregation to share within their own neighborhoods and networks.

## One First Step You Can Take Today

Make a quick list of five local places where you can share information and choose one to contact or post to this week. Even a single new connection can help your Christmas Eve service or holiday event reach people who otherwise might never see it.