

## **Publicize Your Program With a Small Group Ministry Webpage**

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In these days of cyber information, **church shoppers and members alike look to the Internet to find what they need.** Your congregation most likely has a website that showcases your ministers, sermons, religious education, and programs. **Why not add a Covenant Group webpage to publicize your small group ministry program?** Here are things to consider as you build your webpage.

1. Make it easy to find and use. List it as a link on your congregation's homepage.
2. Make it colorful and inviting. Use graphics, photos, a logo, and interesting type font.
3. Give the history of the small group ministry movement, both nationwide and at your church.
4. State the purpose of SGM and the benefits to the congregation and individuals.
5. Explain the meeting format and how Covenant Groups are organized; talk about group covenants and service activities. Consider using a Question & Answer format.
6. Give examples of recent discussion topics.
7. Tell how to join a group; list program leaders and contact information. Give a mailing address for completed forms.
8. Make it easy to download a signup form or fill one in online.
9. Include testimonials from enthusiastic participants.
10. Cite links to [www.smallgroupministry.net](http://www.smallgroupministry.net) and other websites for further information.

**For inspiration in designing your Small Group Ministry webpage, look at how these congregations publicize their program on the web. All are inviting, comprehensive, and user-friendly.**

UU Church of Arlington, VA: [www.uucava.org](http://www.uucava.org) (→Covenant Groups)

UU Church of Rockville, MD: [www.uucr.org](http://www.uucr.org) (→Church Life→Small Group Ministry)

UUs of Sterling, VA: [www.uusterling.org](http://www.uusterling.org) (Ministry→Small Groups→Covenant Group)

UU Congregation of Fairfax, VA: [www.uucf.org](http://www.uucf.org) (→Covenant Groups)

BuxMont UU Fellowship, PA: [www.buxmontuu.org](http://www.buxmontuu.org) (→Small Group Ministry)

The UU Church in Cherry Hill, NJ: [www.uucinch.org](http://www.uucinch.org) (→Who We Are→Fellowship Groups)