

## **VISIBILITY FOR VITALITY: Small Group Ministry Brochures**

*From the Publications Team of the UU Small Group Ministry Network*

Small group ministry brochures greatly improve our ability to communicate efficiently with congregation members, friends, visitors, and newcomers. A brochure can be a valuable tool for explaining what small group ministry (SGM) is all about, answering questions, and promoting a sign-up period or event.

A 4-6 panel brochure increases program visibility by:

1. explaining the purpose of small group ministry,
2. informing and educating your congregation,
3. getting members, friends, and newcomers interested and involved,
4. offering a path toward spiritual enrichment and significant relationships, and
5. presenting a condensed version of program guidelines and website information.

SGM brochures can be included in visitor and new member packets, distributed at Path to Membership and New UU classes, displayed at coffee hour and on the Welcome Table, and given out from the SGM Information Table during annual sign-up periods.

Basic elements to include in your SGM Brochure are:

Program and congregation name  
Program purpose and mission  
Benefits of group membership  
Meeting place and schedule  
Year length/duration  
Expectations of participants  
Defining elements of SGM  
What happens at a meeting  
How to join a group  
How to learn more

Brochures contributed by congregations are now being posted on the SGM Network website. Go to <http://smallgroupministry.net/visibilityvitality.html> for development guidelines, then look through the posted brochures for ideas on content, wording, graphics, and presentation.

We invite you to share your brochure with fellow SGM leaders. Send in .pdf format to [cgneditor@smallgroupministry.net](mailto:cgneditor@smallgroupministry.net) for posting online.

-Taken from the Small Group Ministry Network Journal, Spring 2014