



TO SEE CHILDREN THRIVING IN
SAFE AND LOVING FAMILIES

Ten Ways to Promote Your Signing Event

Promoting the Global Church Pledge, both before and after your event, is a great way to spread the family care message far and wide.

1. Target specific people, churches, or organizations you would like to join, and invite them to join you with a personal invitation
2. Add information about the signing event on your website
3. Post about the signing event on social media
 - Use the social media tools provided in this toolkit
 - Share the Global Church Pledge video
 - Have your President/Pastor go live to talk about why they are signing and have them sign
 - Ask others to post videos of talking about why they support the Pledge and signing
4. Write a blog about the Global Church Pledge
5. Prior to the signing event, create an event page on Facebook
6. Ask your guests and partners to post about the signing event on social media
7. Invite your church to post about the event in a bulletin, newsletter, or on social media
8. Share the Global Church Pledge video on social media and on your website
9. Issue a press release
10. Invite a local reporter to cover the signing event

Be sure to use the #GlobalChurchPledge hashtag when posting on social media!