

Pastor
Quarterly
Skill-
Building
Session



Spread the Word about Spreading the Word

Thursday,
January 18th

10AM – Noon

Calvin Presbyterian
Church

415 E. Grandview Ave.,
Zelienople, PA 16063

Refreshments
Included

To Register:
Email the Presbytery at
office@beaverbutler.org
or call 724.452.7515.

How do you let others know about all the great things your church does when you don't have a great amount of money?

Good news: You don't need a lot of money to market. There's a lot you can do with just a little money!

Please join us for this fun and enlightening workshop that will spark your imagination and arm you with tools to spread the word about your ministry.

You will gain a clear picture of how to:

- Develop a simple, effective marketing plan
- Brand your church
- Get free media coverage
- Use signage correctly
- Create communications people will want to read
- Leverage your website and social media

Bring your sense of humor and any marketing materials you would like to have critiqued.

This workshop is led by Beth Healey, a graduate of the Art Institute of Pittsburgh. She has had professional coaching in media relations and has completed numerous certificate courses including training at Pitt University. Earlier in her career, Beth worked at Mellon Bank—now BNY Mellon—in the Marketing Department. For 15 years, Beth has led the marketing, public relations and grant writing efforts of faith-based nonprofits. She has spoken on TV and radio and at colleges, churches and other groups, chaired programs at churches, and served her community as a member/president of the school board. Since 2011, Beth has served as the Director of Development and Marketing at Samaritan Counseling.