

Presented by: Dan Dangerfield

Notes:

Local Church promotion.

Why parents don't get their children involved in JBQ.

1. Don't know what it is
2. Too busy
3. Too competitive
4. Children are too young

Promotional Principles to help with these reasons...

1. Promote year round
  - a. On Children's Ministry information handouts
  - b. Announce quiz meets before and afterward
  - c. Mock quiz match
2. Give clear expectations
  - a. written time and commitment expectations for both children and parents
  - b. keep the purpose and results of quiz in front of the parents
  - c. some people simply are too busy
3. Provide options
  - a. Provide a competitive and non competitive squad
  - b. Use program as a Sunday School class, a Wed. night elective, etc.
4. Promote with all quizzers
  - a. Publicly award some of your youngest quizzers
  - b. Provide a 2<sup>nd</sup> class for younger quizzers

Specific promotional ideas...

1. Quiz off with the Pastors/Board
2. Are you smarter than a 5<sup>th</sup> grader?
3. Videos

4. Incentive for current quizzing families
5. Summer picnic/party day
6. JBQ "open house"
7. Testimony

Specific promotional times...

1. After a success
2. Parents class/event
3. Preschool/Kindergarten event
4. August

DISTRICT LEVEL

1. Constant Attention
  - a. Camps
  - b. Literature
  - c. District reports
  - d. Promote Leader
2. JBQ Meet "open house"
3. District Events
  - a. District Council
  - b. Pastor's Retreat
  - c. Pastor's Wives retreat
  - d. Family Camp
  - e. Camp
4. "Adopt-A-City" Program