



OUTREACH GUIDE

BUILD BRIDGES NOT BARRIERS



BUILD BRIDGES
not barriers

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About this Guide

BUILD BRIDGES
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INTRODUCTION

Thank you for becoming a group leader! We are grateful for your enthusiasm to lead others through the *Build Bridges Not Barriers* course content.

We've designed this guide and the corresponding materials to help you promote your group to your community and provide additional resources to enhance your session discussions.

ACCESS INSTRUCTIONS

All of the materials mentioned in this guide are available at tilm.org/group-leader-resources.

WE'D LOVE TO HEAR FROM YOU!

We'd love to learn more about your group and any feedback you have on the materials we've provided. Email us at info@tilm.org, or complete the survey on tilm.org/group-survey.

Leader's Guide

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A Leader's Guide with additional insights and discussion questions is available for your use. The guide also includes helpful tips and instructions for creating a great experience for each of your group members. We encourage you to make use of this guide as you begin to plan out each group session.

Download the Leader's Guide at tilm.org/group-leader-resources



LEADER'S GUIDE

BUILD BRIDGES NOT BARRIERS



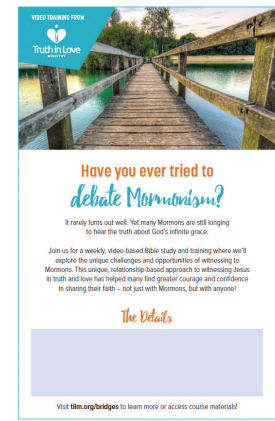
BUILD BRIDGES
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Print Materials

BUILD BRIDGES *not barriers*

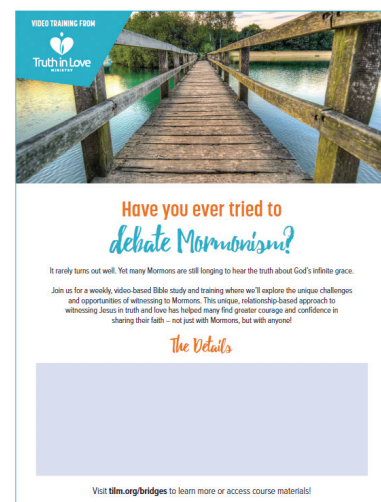
BULLETIN INSERT

We've designed a bulletin insert for you to use to promote the course in your worship folder or weekly bulletin. These are designed to print 2-up on a standard 8.5x11 page. There is also an editable section on each insert for you to customize with you group meeting's details.



FLYER

The flyer is an 8.5x11 document with similar content to the bulletin insert. You can also edit the bottom section on this PDF with your group meeting's special information.



PARTICIPANT HAND OUTS

We've also created two handouts to provide to your group during the first and last meetings. The first handout encourages your participants to access additional resources on tilm.org. The second handout shares more about our Please Open the Door program.

Download these resources at
tilm.org/group-leader-resources



SOCIAL MEDIA POST GRAPHICS

We've designed three social media post graphics for you to use on your channels to promote your event. We've also drafted post content for you to customize with each image (more on that in the next section!)

Download these resources at tilm.org/group-leader-resources



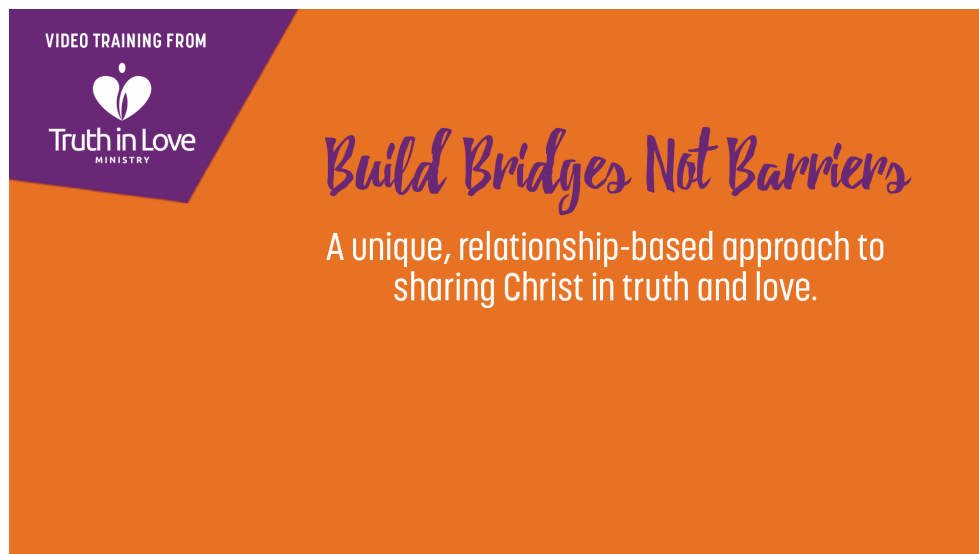
EMAIL MARKETING BANNER

If you use an email marketing tool to communicate with your audience or community, you can use our customized banner within the email. We've also drafted sample content for you to use in the email - more on that in the next section!



VIDEO BOARD BACKGROUND GRAPHIC

Does your church have video screens you use in your services or gathering spaces? We've created a background image you can use in PowerPoint or ProPresenter. Simply add your group's information to the blank space!



Content

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SOCIAL MEDIA CONTENT

We've drafted three sample posts for you to use in promoting your group on social media. Feel free to adapt these to your tone and language, add emojis or anything else that personalizes them to you and your audience.

WEBSITE CONTENT

If you'll be promoting your group on your website, you can use this content on the event page. Simply customize with your group's details.

EMAIL CONTENT

You can use these brief paragraphs in either personalized emails or with your email marketing program. As with the other content pieces, you can customize this to your group's details.

SAMPLE ANNOUNCEMENT SCRIPT

Does your church or organization do weekly, in-person announcements? You can use this script to announce your group. Simply customize with your details.

Download all of these resources at tilm.org/group-leader-resources