



Starting a Church Group

Hey, church leader! Thanks for checking out the **MarriedPeople Club** and being interested in starting a marriage group at your church.

We're excited to work with you to resource this group and help you start impacting marriages in your church. This is gonna be awesome!

WHY HELP MARRIAGES?

Your church has enough going on. You're focused on just getting by and making next Sunday happen. You don't have enough time to help with marriages.

But it's in your church's best interest to help out marriages in your church. Better marriages lead to:

- Better church attendance
- Better tithing habits
- Better volunteers
- Better parenting

Marriage is a spiritual issue because marriage impacts everyone in one way or another. Marriage is the church's business because great marriages paint a flattering picture of Jesus.

And who doesn't want that?

WHY START A GROUP?

OK—you're convinced that you should be helping out marriages. But there are a lot of other marriage resources out there. Why MarriedPeople?

We partner with churches just like yours to provide meaningful marriage resources. The MarriedPeople Club combines all of those resources into a comprehensive content library.

All you've got to do is recruit a group leader or two (who can be a staff member or volunteer), and then promote the group to get people to join.

WHAT ARE THE GROUP BENEFITS?

We'd like to think that there are a bunch of great reasons to partner with us by starting a group. Here are just a few we thought of:

- Done-for-you marriage resources
- Couples get a discount on membership
- Community for local marriages
- Visibility on our online church finder
- Impacting marriages in your church

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WHAT IS THE MARRIEDPEOPLE CLUB?

MarriedPeople has been helping churches help marriages since 2010. Over that time, we've created and distributed a ton of marriage content.

But we realized that not everyone was benefiting from the stuff we'd made. Marriages still need help and we wanted to do our part.

So we created the Club as a way of making year's worth of content available to everyone.

Of course, we still have to pay the bills, so membership does cost a little bit—but way less than counseling or a divorce lawyer.

WHAT DO COUPLES GET IN THE CLUB?

We are constantly adding new content to the Club, but here's a basic overview of what members get.

- Videos, both inspirational and funny
- Ebooks and PDF resources
- Date nights
- Sharable graphics
- Exclusive email newsletter
- Access to a private Facebook group
- Discounts on partner resources

HOW DO I RECRUIT A GROUP LEADER?

Your group leader doesn't have to be you or another staff member. It can easily be a volunteer, especially a passionate volunteer couple.

They just have to be willing to lead the group and have the time to commit to helping others. Ideally, they're also at least somewhat tech-savvy.

You may have already thought of who you could ask. If not, you can always ask the pastors if anyone comes to mind. Or ask around on social media.

HOW DO I REGISTER MY GROUP?

To make your group official, you'll need to register by going to: <https://club.marriedpeople.org/register/>

There, you'll fill in some basic information about yourself and your church. It shouldn't make more than 2-3 minutes.

HOW DO I PROMOTE THE GROUP?

So, you've done everything else. Now you just need to get people to sign up. But how?

- Include a blurb in the bulletin
- Announcement from the stage
- Shout out on social media
- Personal invitation to couples
- Adding a link to your website

We've even made this easy for you by including some sample announcements and creating some sharable social media graphics. You're welcome.

DO YOU HAVE ANY OTHER RESOURCES?

Why, yes we do. How did you know to ask?

- Marriage ministry blog
- Podcast for married couples
- Book on marriage ministry
- Church events & small group resources
- Facebook group for church leaders

Check out <http://marriedpeoplechurches.org> to learn more about what we offer.

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SAMPLE WORSHIP ANNOUNCEMENT

“If you’re married, you know how tough it can be to find the right marriage advice. There’s books and blogs and podcasts—it’s easy to get overwhelmed.

“But have you found a community for your marriage? Have you and your spouse surrounded yourself with other people who support you?

“You don’t have to look any further—we’re creating marriage groups that will help you build these relationships and give you all the marriage content you’ll ever need.

“To sign up, just [give sign up instructions]. If you have any questions, be sure to [give contact information for group leader].”

SAMPLE SOCIAL MEDIA POSTS

Everyone wants their marriage to be better. And better marriages happen in community. That’s why we’ve created a MarriedPeople group for couples like you!

Hey married people! Need help with your marriage? We can help. We’ve started a group for couples to do life and marriage together. Sign up today.

If you’ve ever wanted to be a part of a group of people working on their marriage together, then you’re in luck. Because that’s exactly what we do.

SOCIAL MEDIA GRAPHICS

