



Promotional Guide

PROMOTE! PROMOTE! PROMOTE! Promotional Guide

Promotion plays a vital role in the success of the class! From posters and videos to word of mouth, you must get the word out! Don't forget that FPU is a tremendous outreach tool. The goal of your promotion is to get people to your free class preview!

Information and Promotion CD/DVD

You'll find everything you need to promote your class on the enclosed CD/DVD! We've included pre-designed banners, posters, flyers, door hangers, postcards, table tents, bulletin inserts, and more. These can be printed at your local print shop. Some items, like the 8.5 X 11 flyers and the postcards, can be printed in-house.



Classes Start Soon!

Included on the enclosed CD/DVD



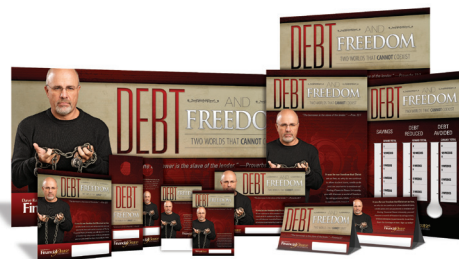
Imagine Yourself Debt Free

Included on the enclosed CD/DVD



Normal is broke. Be weird!

Included on the enclosed CD/DVD



Debt and Freedom

Included on the enclosed CD/DVD

Promotional Videos and Brochures

The enclosed DVD includes a variety of promo videos. Choose the best ones for your specific congregation, and show them during services for several weeks before your Free Preview. Alternatively, you can download the clips and find additional promotional training materials in our Coordinator Resource Center (CRC) at daveramsey.com/fpucoordinator. You may also request 50 preprinted color brochures and three color posters from us.

Testimonies

Word of mouth is the best promotion there is! If you share FPU graduates' stories with the church, they will see the life-change that's occurring in fellow members' lives and want to experience it for themselves!

Working with the Media

Because of the growing popularity of *The Dave Ramsey Show*, the whole country is getting excited about Financial Peace! This may cause members of the news media to contact you for information about your class. This is a great opportunity for promotion, but we are always careful when it comes to promoting FPU in the media. Therefore, if a news agency or representative contacts you for any information about your class, FPU, or Dave Ramsey, please email public.relations@daveramsey.com and let us know. We have a team of PR experts that will ensure our reputation—and that of your church—is protected and that you make the most of this extra exposure!

Sample Media Options

Social Media | Use internet networking sites to spread awareness about your class! If you don't know much about social media, find someone in the congregation who does to help you. It's free, and it allows you to reach a wide group of people at once!

Newspaper Ads | Our PR Team sends out a press release for each class. You are also welcome to place an ad in your local paper.

Local Radio Stations | Stations that broadcast *The Dave Ramsey Show* may be willing to help promote your class. We have free radio spots you can download and customize in the "Promote" section of the CRC. Just click on "Radio Spots."

Local and Cable TV stations | Community interest stories are always in demand at local TV stations. Invite them to attend and follow a family's progress for 13 weeks. Please contact our PR team first. See above for details on working with media.

Coordinator Ideas | Find out what's working best for other coordinators in our coordinator e-newsletter and in the coordinator forums in the CRC!

Suggested Promotional Schedule

Six Weeks Until Free Class Preview Meeting | Red

Print promotional items from the enclosed Promotion CD-ROM at your local print shop or in-house.

Four Weeks Until Preview | Green

Place posters, banners, door hangers, table tents, etc. in strategic, high-traffic areas around your church and community. Send postcards to church attendees. Take out an ad in the local newspaper. Advertise on your church website and newsletter.

Three Weeks Until Preview | Turquoise

Begin placing inserts in bulletins for church services. Also, show a one-minute video from the Promotional Videos DVD. You may want to have a high-influence church leader announce the upcoming Free Class Preview session.

Two Weeks Until Preview | Purple

Continue with bulletin inserts. Show another promo video to your church. Have an email sent from the church to the congregation about the class.

One Week Until Preview | Yellow

Have an FPU class graduate share a personal testimony or show another promo video to your church assembly. Have another high-influence church leader announce the upcoming Free Class Preview session.

Week of the Preview | Blue

This is the optimal time for your minister to encourage the church to come to the Free Class Preview session. For maximum impact, the minister might consider teaching on becoming debt-free for the kingdom! FPU will then be a natural follow-up to your minister's vision.

As Your Class Begins | Orange

Encourage your class members to invite friends and family to an open house during Lesson 4. Doing so will cultivate future ministry and get people excited about joining your church's next class!

Example Promotional Schedule

SUN	mon	tues	wed	thurs	fri	sat
				1	2	3
4	5	6	7	8	9	10
Six weeks to preview.						
11	12	13	14	15	16	17
Five weeks to preview.						
18	19	20	21	22	23	24
Four weeks to preview.						
25	26	27	28	29	30	31
Three weeks to preview.						

SUN	mon	tues	wed	thurs	fri	sat
1	2	3	4	5	6	7
Two weeks to preview.						
8	9	10	11	12	13	14
One week to preview.						
15	16	17	18	19	20	21
Week of the preview.						
22	23	24	25	26	27	28
Allow shipping time.						
29	30	1	2	3	4	5
Week classes begin.						

The Free Preview

Prior to the Free Class Preview, download a Class Enrollment Registration sheet from the Coordinator Resource Center (daveramsey.com/fpucoordinator).

Introduction | 5 minutes

- Welcome everyone and introduce yourself as the class coordinator.
- Be sure they understand that you are the host and facilitator of the program, *not* a financial instructor, advisor, or counselor.
- Dave Ramsey will be the instructor via DVD.
- Tell them why you have become a volunteer FPU coordinator.

Start the Preview Video Presentation | 25 minutes

- Play the FPU Church Preview all the way through.
- Ask the following discussion questions:
 1. **Why were these families willing to make changes in their lives?**
Hopefully you'll hear, "They were serious about taking the steps necessary to get out of debt, stay out of debt, and build wealth God's way!"
 2. **How would it feel to know you're making wise money decisions?**
Hopefully you'll hear, "That would feel great!"
 3. **Are you willing to invest what you might spend on pizza and colas for a month in order to change your family tree?**
You probably won't hear anything now. That one is rhetorical.

Invite Everyone to Enroll in This Life-Changing Program | 10 minutes

- The regular cost of the class is \$199, which includes the class materials.
- Church groups receive a discount, making memberships only \$93 per family. (Please add 7% shipping and handling for class materials. This can be added to the individual membership price or paid by the church.)
- Let them know that you will be ordering the class materials based upon the number of enrollments, so you need to know who will attend.

Announce the Time and Date of Your First Class Session | 5 minutes

- Ask if anyone has questions.
- Refer to the Preview FAQ sheet on page 18 as needed.