



Making Invitations Work Well

How can I make my invitation as effective as possible?

When you are inviting people to groups or events, it's important to make that invitation as effective as possible. People's diaries fill up; they will need reminders; they might not be at the group the week you give out the invitations. Here are some ideas to help make your invitation effective.

01

Key Ideas

- **Whenever you plan an event or group, think right from the beginning about other things you could invite people to.** Ask yourself - what is coming up or already happening that I could invite them to? Think broadly - not just similar events or groups, but whatever you do they might be interested in, such as an information session on teens and social media, or a get together for parents of kids starting school.
- **Give yourself time to get the invitation out well** so you're not asking people last minute when their diary is full. Start talking about it weeks or even months in advance.
- **Repeat the invitation and share it in multiple places** – in person, on a leaflet, on social media - it takes time for things to sink in!
- **Invitations work really well when they are relational.** If you can, introduce them to someone who lives near them or with kids who are a similar age to theirs who will be coming along and who would be happy to meet them there or go together with them.
- **Give them good information** – not just times and dates, but what it will be like, who'll be there. Sharing videos and photos can be helpful. Think about if you were invited to a random group – what would you want to know to be confident enough to go? There's a lovely example of this on YouTube from City Life Church Truro showing what to expect if you come to their toddler group.

- **If you can, be a friendly face at the event and let people know you'll be there.**

02

Here are some top tips from other children's, youth and families leaders**:**

- Make it personal and use the normal ways you communicate with them - WhatsApp, social media, in person etc
- Reminders and repetition are key!
- Try to have someone they are familiar with already to meet them at the new thing.

FIND OUT MORE

- › what would you want to know to be confident enough to go? There's a lovely example of this on YouTube from City Life Church Truro showing what to expect if you come to their toddler group.

Last reviewed 21 July 2026

SPACE FOR YOUR THOUGHTS
