

“**SPAM** Groups”

We all need a little **SPAM** this summer.

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Summer

Partners in

Accountability

& Ministry



“Conventional wisdom” tells us that no one will go to a Bible study during the summer months. It may take some extra creativity to engage women in summer studies, so plan to do extra promotion. In retail, it is all about location, location, location. In Bible study programming, it is all about promotion, promotion, promotion. One blip in a Sunday bulletin does not make a successful Bible study! One idea is to plan SPAM groups. Summer Partners for Accountability and Ministry. It is catchy and easy to build from.

Tips on how to make it work and get to join a **SPAM Group**.

SCHEDULING THE STUDY

Because summers are admittedly very busy for everyone, try to offer the same study on multiple evenings. If you are a small church, you may wish to invite other churches in your area to join you. Offering two different nights of the same study provides flexibility and opportunities to meet more new friends. If two nights are a challenge choose a night that best suits everyone. Some may try to go every other week, but it may be difficult to remember ... is this an “on week” or and “off week?” Weekly with Canada Day week off may be best.

SELECTING A STUDY

A short study is always best for the summer. Leaders may be hard to find because of schedules as well, so plan to have co-leaders for each evening.

A successful schedule works around the Canada Day holiday. Meet for three weeks in June, take off the week of July first, then resume for three weeks in July. End with a “Grand Finale SPAM party” where all groups come together in August.

Research available video studies to keep it simple. Remember – six weeks isn’t very long so working from a big book might be too much for ladies to commit. A little homework is healthy! Don’t shy away from homework just because it is summertime. Many of the studies available might have one or two pages over a 7-day period which is very do-able. Encourage women to come even if they don’t have time for the homework, but stress that it is important as one of the goals of SPAM is to hold one another accountable to stay in the Word daily.

PUBLICITY

Start early! April is not too soon as hopefully women will be fired up after the Easter celebrations at your church. Don’t make shortcuts – women need to see this and know it’s important to include in their summer schedules.

Set up a bright registration/promotional table in a very visible location. No piece of paper just lying there – have the ladies wear yellow and blue t-shirts, yellow and blue balloons, and real sales pitch. It takes more work for a summer study – but it is definitely worth the effort. Purchase a yellow 3-fold standup display. Include pictures of women in your Bible study group and schedule. Remember pictures sell!

You may wish to include, “Why join a summer **SPAM** group?”

- Enjoy great fellowship with old and new friends.
- Accountability in your Bible study during the busy summer months
- Flexible meeting times designed to fit every woman’s schedule

Party

What study can be complete without a party at the end? Have a potluck event with lots of yellow and blue for decorations. Bob for SPAM (yes it’s gross but very fun!). Any time someone makes it through a summer Bible study, it’s a reason to Celebrate Big!