

EXAMPLE OF AN ADVERTISING LETTER WRITTEN TO A CHURCH

Dear Brothers and Sisters in Christ,

I would like to introduce you to a ministry to Internationals (foreign-born people learning English as their second language) at my church. Chapelgate Presbyterian Church offers free English as a Second Language Classes for adult internationals. Please see the enclosed brochure for details.

If you have any Internationals in your congregation, please feel free to advertise this in your church bulletin. You may also request extra brochures to hand out. We would also encourage you to give them to any employers in your congregation that may hire Internationals. We have a rolling admission policy, so students can register any week.

If anyone in your congregation would be interested in volunteering with our program, please give them my name and phone number. If your congregation is interested in starting their own English as a Second Language School, we would be glad to assist you in planning and starting one. We encourage anyone interested in this type of ministry to come and observe our classes anytime.

Please feel free to call with any questions.

In His Service,

Nancy N. Booher
Director, Chapelgate ESL School
410-465-0154
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EXAMPLE OF ADVERTISING LETTER WRITTEN TO AN EMPLOYER

Dear Employer,

As a potential employer of Internationals (foreign-born people learning English as their second language) in our community, I would like to introduce you to a free service that my church offers that may be beneficial to some of your employees.

Chapelgate Presbyterian Church offers free English as a Second Language classes for adults. We offer 6 fluency levels of classes on Wednesday nights from 7:00 to 9:00 pm in Marriottsville, Maryland, at Chapelgate Presbyterian Church. All classes are free, but we do ask for a donation of \$20 to cover the cost of their student book. We also have free childcare during classes for children up through age 12. All of our teachers are volunteers who have completed specialized training. Our new semester starts on September 5th, but we have rolling admission so that students can register and start any week during the school year.

These classes can help your employees do a better job for you. A few employers have even been known to transport their employees to classes and pay them an hourly wage while taking the classes.

Enclosed you will find a brochure about our school. If you would like more brochures, or if you would like more detailed information about our program, please call me at 410-465-0154.

Sincerely,

Nancy Booher
Director, Chapelgate ESL School
410-465-0154
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