

## How To Get The Word Out- Promoting Your Event Check List

Name of Event \_\_\_\_\_

Date of Event \_\_\_\_\_ (check for conflicts with Church calendar)

Target Audience \_\_\_\_\_ ( unchurched, committed, core, etc.)

Is it In House (just for your group) \_\_\_\_\_

Is it Outreach (you want your students to invite friends) \_\_\_\_\_

### Check List of Possible Promotions

\_\_\_\_\_ Word of Mouth (get people talking about it)

\_\_\_\_\_ Posters (where are the high traffic areas to hang these?)

\_\_\_\_\_ Post Cards (to who? Do I have a mailing list ready?)

\_\_\_\_\_ Sign Up List (Can you do this online? Do you have space for contact info?)

\_\_\_\_\_ From the Pulpit (Get your pastor to help you out better still get your kids to make a video announcement)

\_\_\_\_\_ Newspaper (Yes, a portion of your community still read this)

\_\_\_\_\_ Radio (expensive but works if you want a big event like a conference. Who is your target? Christians? Unchurched? Pick the right station.)

\_\_\_\_\_ Church Bulletin (include info on how to contact you)

\_\_\_\_\_ E-Mail Newsletters from the church

\_\_\_\_\_ Blog about it (set up a special blog to talk about the event)

\_\_\_\_\_ Website (Put it on your church website. Need it bigger? Get a website.)

\_\_\_\_\_ Phone Calls (personal and phone tree)

\_\_\_\_\_ Text (use a mass text system like simplytext.com or my friend Earnest at [www.icutextn.com](http://www.icutextn.com))

\_\_\_\_\_ Flyer (make unusual hands out to grab attention)

\_\_\_\_\_ Power Point Slides (like before morning worship)

\_\_\_\_\_ Table Presence (at a big youth event or in the foyer of your church manned by students)

\_\_\_\_\_ Bringvitations (business card size invites to hand out)

\_\_\_\_\_ Sunday School/Small Group Announcements

\_\_\_\_\_ Bulletin Boards

\_\_\_\_\_ Billboard

\_\_\_\_\_ Letters to other churches saying come join us

\_\_\_\_\_ T-Shirts (hand made or pro make good walking billboards)

\_\_\_\_\_ Pins

\_\_\_\_\_ Coupons

\_\_\_\_\_ You Tube or Vimeo Video (mail out the link)

\_\_\_\_\_ Downloadable video or audio announcements to ipods or phones

\_\_\_\_\_ Special Outreach or Street Teams to get the word out.

\_\_\_\_\_ Booths at local events (fairs, etc)

\_\_\_\_\_ Ticket sales

\_\_\_\_\_ Stickers

\_\_\_\_\_ Social Media

\_\_\_\_\_ Start a Facebook Group

\_\_\_\_\_ My Space

\_\_\_\_\_ Tweet about it on Twitter

\_\_\_\_\_ Write A Song About Your Event (a commercial jingle)

\_\_\_\_\_ Church Sign

\_\_\_\_\_ Put Your Idea Here \_\_\_\_\_