

KEYS TO PROMOTION

- 1) There is likely a sign in front of your church or venue that has a place for posting a custom message. Why not use that space to advertise your upcoming event? Cost: FREE!
- 2) You will receive a personalized flyer for your event. Please post copies in your church or venue to help keep your people excited and reminded of the event. Why not use bathroom stall doors, bulletin board space, Sunday School classroom podiums, or other such locations to post these? Be sure to leave them up until after the event. Cost: FREE!
- 3) You will also receive a digital version of your promo flyer. Feel free to distribute this to people who are willing to repost on Facebook, Twitter, Instagram, and email personal invitations to people in their email address books. This is also a way to make new-comers feel welcomed at your church long before Downing Ministries ever arrives. Cost: FREE!
Hint: The Events page at anndowning.com will have your event posted complete with flyer. You can share this directly from our website to the church's social media accounts as well as personal accounts. Hint Hint: If the church has projection, why not include the flyer in pre and post service slides and/or use it during announcements?
- 4) Word of mouth will always be one of the most effective ways to peak interest in your event. Encourage people to talk about the event with everyone they know and everyone they meet. Use this promo kit to create a half or quarter sheet that includes Ann's bio and/or the flyer for the event. Make these available to your members or planning committee to hand out as they spread the word. Cost: Maybe a little ink and some copy paper, but word of mouth is FREE! Bonus: This also helps new-comers feel welcomed at your church.
- 5) Newspaper is still a viable way to advertise your event. Some local papers won't charge for actual ad space. Others will. Most newspapers have a religion or church events section and allow you to have a small written (no picture) announcement at no cost. An ad with a photo and nice layout will always garner more attention. Downing Ministries has a sample ad and will gladly send a copy to you upon request. Cost: Minimal to moderate, possibly FREE!



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- 6) Christian Radio will usually announce the event and even play Ann's music leading up to the day of the event. Keep in mind that some Country stations have Christian programming on Sundays. Gospel Music stations are usually open to interviewing Ann on-air in the days leading up to the event. If you have a local station, it is completely acceptable to check with them about an interview. This is one way Downing Ministries can help you advertise locally no matter where we're located. Ann is always happy to do this. After you've made the initial contact with the radio station and gotten the name and number of the contact there, give that information to Karissa. She will handle scheduling the actual interview. Cost: Should be FREE! If they're going to charge you, Downing Ministries recommends using other free methods unless you have a budget set aside for this kind of advertising.
- 7) Do you frequent businesses in your community or surrounding area? Ask if they will allow you to post information about the event at the entrance, register, or in the restrooms. Most stores also have a community bulletin board.. Cost: FREE!

Other Useful Ideas

- Setup a phone tree or use a "robo call" to remind people the day before or even the day of the event.
- Don't forget the church bulletin, another free way to keep members reminded and excited. Inserts are an effective addition to your efforts.
- Mail postcard invitations. Use the PDF flyer you'll receive to create a postcard sized announcement. Be sure to include a short handwritten note, too. Think about how you feel when you receive handwritten mail in these days of everything electronic.
- Give the event a special name. Let Downing Ministries know ahead of time and we will customize a flyer to include your specific event information.
- Make it a service project, i.e., request that attendees bring a nonperishable food item or a small toy for a Christmas shoebox.
- Get creative. You may come up with the promotional tool of the century.

Downing Ministries does not recommend mailing information to other churches. Do invite other churches. This is highly encouraged, but it is best to call the pastor or make a personal visit. Always hand deliver promotional material to another church. Mailed packets usually land in the trash, unopened.