



Promotion Suggestions

Our vision is for a ministry concert like ours to uplift your church family and to be an extension of your church to reach out to the unsaved. Many people who would never attend a regular church service will come to a concert. That's why it is important to get the word out to the community that something unique is about to take place that they *shouldn't miss!*

If you're skilled at public relations, most of these promotion ideas are probably familiar to you. But if you're like most people it's difficult to take the time to brainstorm about all the different avenues to use in today's smorgasbord of media choices.

If you don't have the time to personally implement these publicity ideas, why not enlist a volunteer? It doesn't have to be someone from the music department. Many people thrive on an opportunity to feel useful in the body of Christ.

- **Pray!** Emphasize expectancy from God and prepare hearts for a time of ministry. The most effective meetings we've had were when people began praying weeks in advance for God's presence and anointing. Expect Him to do something personal and significant in people's lives.
- **Circulate Posters.** Put them up in stores, schools, colleges, etc. - whatever location displays similar advertising. If there is a Christian bookstore within a reasonable distance, they should definitely have one.
- **Send** our glossy photo and the news release to local newspaper editors and community events calendar coordinators. Most of these advertising resources are free! Print the news release on your church letterhead.
- **Contact** nearby Christian radio and TV station managers for free advertising slots. Most stations have a community calendar for which events and dates have to be submitted in writing by a deadline. Ask them to send/fax an application ASAP. Print the public service announcement on your church letterhead and/or include it with the application. (These usually are on a first come, first served basis, so don't delay!) Ask if they have our products for airplay. If they don't, we will send them complimentary CD's. We would also be willing to arrange a live phone interview.
- **Call or Fax** elementary, secondary, and graduate school music department directors and let them know that contemporary vocal group and world-class violinist/fiddle player are going to be in concert at your church.
- **Use** promotional blurbs from our news release or bulletin insert text for your monthly newsletter. Include information in the church bulletin and make announcements at your services beginning up to two months in advance. Emphasize the *diversity of musical styles*. There will be something for everyone.



- **If** you have a marquis or sign out front, **please use it** to advertise the concert. A roadside banner can also be eye-catching.
- **Encourage** folks to use this concert as an outreach to their unsaved neighbors, family, and friends. Never underestimate the power of “word of mouth.” We never fail to hear comments afterwards from people who wished they had invited “so and so.”
- **Invite** other churches to participate!

Please make sure NOT to use any old promotional materials you may have on file. We have changed and updated everything, so should you need something else, please let us know.

Please let us know if there is anything else that we can do to assist your efforts. We want this to be *an event everyone will remember*. It is a valuable opportunity to increase your church’s visibility in your community as well as being an enjoyable concert that your church family can be *excited* about inviting people to!