



## Ideas for how to get the word out about your upcoming Church Event

- Personally email those who attended last year and invite them to sign up again – using your personal contacts and relationships
- Personally invite people in your neighborhood, circles of friends, community organizations
- Wear matching shirts and be in the foyer for a couple of Sundays, as word-of-mouth and visibility (get on the calendar for this one so we can promote that you'll be in the foyer)
- Make the rounds to Bible Life classrooms over the course of a few weeks (message the Bible Life teachers ahead of time so they know you're coming)
- Show a video one time, no longer than 1:30 on the same Sunday there is a bulletin insert about the event (be sure to get on the calendar for this one so we can coordinate the different groups for maximum impact on your Sunday).
- Create a simple 16:9 photo ad (8 inch x 4.5 inch), with minimal text, and send it into the church office for inclusion in an upcoming newsletter or update. If you need help with creating something like this, please give the church office two weeks' notice to get it put together to be in the newsletter or update.
- Send the photo ad you create to Tim Snowden if you would like it included in the Sunday morning slide show.

### Timeline suggestions

- Do a save the date announcement 2 months before the event
- Do a sign up today promotion beginning a week before early registration ends.

For all events, check-in with Pastor Aaron so he can determine the best place for your event to be promoted. All website postings, foyer reservations, and bulletin inserts are approved by Pastor Aaron to make sure we are doing a good job using limited worship time to promote upcoming events.