

Promotion Worksheet

By Jane McGookey, mcgookey@key-web.net

The Basics

1. Have a clear goal. **What** message are you trying to convey?
2. **Who** is your intended audience?
 - Only people familiar with the church?
 - Age specific (elementary, High School, singles, young adults, retirees)?
 - Members of the Community?
3. Determine the **when, why, how, how much** and who is the **contact** that can answer questions.
4. Make a list of all ways possible to communicate with the target group.
5. Determine your timeline.
6. Re-examine the list in #3 and eliminate those that can not be accomplished within your time frame.
7. Plan and implement a minimum of 3-5 ways from your list. Make sure you include information from #1,2 & 3. Recruit others to help!

Numerous ways to communicate with people –

- Face to face
- Announcements
- Written Invitation
- Display
- Bulletin board
- Phone tree
- Minute for Mission
- Email lists
- Newsletter article or series of articles
- Signs
- Table tents
- Web site
- Flyer
- Newspaper
- Radio
- Door hanger

Can you think of others?

More tips:

- Get passionate about your goal – if you are enthusiastic, others will be too.
- Start a file of promotional materials you find interesting.
- Be bold with your displays! Color and images help catch attention. Use the web (www.google.com image search, www.freestockphotos.com, www.morguefile.com), copy or scan pictures from magazine or other printed media.
- Make use of all the “regular” avenues of communications (bulletin, newsletter, website).
- Have two proof readers for your articles, one familiar with the subject and another who is not.
- Long live the sound bite! Write down a number of headings and sub headings that concisely describe your topic. You will probably edit these a few times before you have finished your article/project.