

THIS CHANGES EVERYTHING

the spiritual odyssey of a man

Multimedia Concert Experience

Promotion Guide

The Importance of Promotion

Effective promotion will have a significant impact on the number of people that hear the message we'll be giving in THIS CHANGES EVERYTHING (TCE.) In a nutshell, if you promote it, they will come. If you don't, they won't. Good promotion is hard work. It can't be done in a day or a week, and it can't be done through just one method. Use every means possible to get the word out to as many people as possible. It is said that people remember what they hear through three different sources, so use pulpit communication, videos, posters, bulletin inserts, radio, internet, newspaper, word of mouth and everything else.

There are some misconceptions that can keep us from successful promotion-

- If I know about it, everybody knows about it.
- Everybody knows who Bob Kilpatrick is.
- Public Service Announcements on Christian radio will do it alone.
- I'll tell a few friends and word will get out.
- Posters in the church will do it alone.
- A newspaper ad will do it alone.
- Promoting it on the website will do it alone.
- Putting an announcement in the bulletin the weekend we're having this will do just fine.
- Promotion is ungodly. We'll just trust the Holy Spirit to bring in those God wants here.

All of these may have *some* truth and effectiveness (except that last one), but only some. To promote this well will take investing in ALL and EVERY outlet you have or could possibly think of. It will also take more than one person. Put together teams and divide the responsibilities. Your organizational structure might look like this-

- Public Address team (TCE videos, pastoral endorsements & announcements, small groups, etc.)
- Print team (bulletins, bulletin inserts, posters, newsletters, events calendars, newspapers, etc.)
- Web team (website, email blasts, web banners, etc.)
- Media team (radio & television, PSAs, paid spots, interviews, coverage, host endorsements, etc.)

By far the most effective promotion to your people is PASTORAL ENDORSEMENT. If your congregation knows you are enthusiastic about it, they will catch it. If you think it's important, they will, too. So, the first, and best, promotion tool is;

1) PASTORAL ENDORSEMENT: Pastors, talk about THIS CHANGES EVERYTHING to your congregation at every opportunity. After you play the videos each Sunday, follow it with a ringing, enthusiastic endorsement. If you cannot do this, you should cancel the event. Let your people know that this is important for the work of God in your church and community. The senior pastor should endorse it to the whole congregation; the youth pastor should promote it to the youth; the singles pastor to the singles; the home group leaders in their gatherings; every pastor and leader should help to promote and build enthusiasm for THIS CHANGES EVERYTHING. Your congregation should be encouraged to bring their secular and church-alienated family, friends and neighbors.

2) VIDEO PROMOTION: Use the four 2-minute videos in the four weeks prior to the event. Playing them in your services will build excitement, especially if it is followed by a pastoral endorsement. Couple this with a mention in the bulletin and the use of the bulletin inserts that you download from the website. Circulate the videos to every leader of every event in the church family- youth, senior saints, singles, small groups. The videos are the SECOND most effective piece of promotion you have. Don't leave them out of the promotion plan! Get as many of the promotional DVDs as you will realistically need- they're free.

3) PRINT PROMOTION: Put promotion in every piece of literature that the church publishes- bulletins, newsletters, events calendars, etc. Don't overlook any possible outlet. This is the THIRD most effective promotion outlet.

Download the posters and bulletin inserts from the www.bobkilpatrick.com/tce website, add specific information for your event, print and display them. There are two sizes- 11 by 17 and 8.5 by 11. The larger posters will have a greater impact, as will high quality printing and use of color. Each design is resizable. Do NOT design your own poster! The effectiveness of the promotional campaign hinges on the same image appearing everywhere, including the videos, posters, inserts, publications and websites. For your specific, local event information, standard fonts will work best, like Times or Times New Roman. Other more florid fonts might clash with the fonts used in the poster design.

Where to put the posters?... Where do people gather? Put them in high traffic areas in the church as well as at local gathering places- coffee houses, malls, bus-stops, other churches, anywhere people will see it.

Newspapers are looking for editorial material to fill their space. Give it to them! Download the biography and press release from the website, fill it in with your local information and email, fax or mail it to the religion and entertainment editors of every newspaper in your region. Typically, they'll want to receive this information 2-4 weeks prior to the event. Paid advertising can be extremely effective in reaching people who normally wouldn't hear about Christian events. Paid advertising often leads to greater editorial coverage. Suggest that they conduct a telephone interview with Bob for publication PRIOR to the event (coverage of the event itself doesn't help your promotion, though it will help future events the church holds.) A telephone call to the editor before mailing will help immensely. Other area publications- Christian newspapers, monthly events calendars, local magazines- should also receive this information.

Some churches have found that printing "tickets" for an event can help (though there is no admission charge for TCE.) There is a downloadable design suitable for this in the bulletin insert section of the website.

Place a mention in the church bulletin itself along with the bulletin inserts. More coverage equals more effectiveness.

Mass mailings to several zip codes around the church can be highly effective in bringing in the un-churched and church-alienated. If you do this, make your design high quality full color, and plan it to arrive a week to three days before the event. Any sooner or later will be less effective.

4) **MEDIA PROMOTION:** In this section we're dealing specifically with electronic media, such as radio and television.

PSAs (Public Service Announcements) are a great way to promote something for free. Use the same press release that you used for the newspapers. These should be received by the stations 2-4 weeks prior to the event. Again, suggest that a telephone interview should be conducted with Bob PRIOR to the event, perhaps on the same day. Bob is available for local live television and radio appearances on the day of the event if we are notified in advance and can arrange travel schedules.

Paid advertising can be extremely effective in reaching people who normally wouldn't hear about Christian events. As with newspapers, paid radio and television advertising often leads to live interviews and greater editorial coverage. Careful thought should be given to the target audience and how best to reach them. **THIS CHANGES EVERYTHING** will appeal most to audiences of Alternative, Adult CHR and Contemporary Hits radio stations.

Cinemas run visual advertisements before the showing of each film. This is a low cost and effective means of promotion.

5) **INTERNET PROMOTION:** Your website should have **THIS CHANGES EVERYTHING** on the front page for at least four weeks prior to the event. You can link or direct traffic to our site from yours. Use the images from our website so as to maintain visual consistency.

Send email blasts to your church list every week for the four weeks prior to the event. Build enthusiasm for the event. If you can, include images in the email. What we see is much more effective than what we read.

Other local websites can carry an image and announcement of the event. Approach any and everyone. Paid banners on sites with high traffic volume is also effective.

6) **BE CREATIVE:** Do some things we have not suggested here. If they work well, let us know so we incorporate it in our suggestions and pass the word on to others.

Promotional Timeline on next page.

TCE PROMOTION TIMELINE:

6 weeks out-

- Have all materials- videos, posters, bulletins, press releases, advertisements, etc.- in hand.
- Create promo teams and assign responsibilities.

4 weeks out-

- Play video #1 in church, and circulate in youth group, singles, small groups, etc.
- PASTORAL ENDORSEMENT.
- Announce TCE in the bulletin. Include bulletin inserts.
- Call and send notices to media outlets.
- Put posters up at church before the weekend.
- Post TCE on church website.
- Send email blast to church list.

3 weeks out-

- Play video #2 in church, and circulate in youth group, singles, small groups, etc.
- PASTORAL ENDORSEMENT.
- Place posters in gathering spots outside church.
- Announce TCE in the bulletin. Include different bulletin insert.
- Follow up with publications, radio & television re. editorial coverage & interviews.
- Alert BK team to any possible interviews and/or appearances.
- Update & change church website TCE design.
- Send second email blast to church list.

2 weeks out-

- Play video #3 in church, and circulate in youth group, singles, small groups, etc.
- PASTORAL ENDORSEMENT.
- Announce TCE in the bulletin. Include different bulletin insert.
- Distribute "tickets."
- Follow up with publications, radio & television re. editorial coverage & interviews.
- Update & change church website TCE design.
- Send third email blast to church list.

1 week out-

- Play video #4 in church, and circulate in youth group, singles, small groups, etc.
- PASTORAL ENDORSEMENT.
- Announce TCE in the bulletin. Include different bulletin insert.
- Follow up with publications, radio & television re. editorial coverage & interviews.
- Update & change church website TCE design.
- Send fourth email blast to church list.

2-3 days out-

- Have promo team/church members contact radio, newspaper & tv outlets to mention TCE.
- Update church website.
- Send fifth email blast to church list.

Day of event-

- Have promo team/church members contact radio, newspaper & tv outlets to mention TCE.
- Update church website.
- Send final email blast to church list. Today is the day!