

Event Promotions Guidelines for Abundant Life Church

These guidelines are for any events hosted at ALC where other churches or people from the community are invited to attend, take place outside of regularly scheduled services, or have a targeted demographic. Examples include events such as Mens or Ladies Conference, Move the Mission Kickoff, Vacation Bible School, etc.

With large events such as these it is important to promote in a timely manner to allow for the best attendance. People are very busy and promoting early allows them to block these dates on their calendars to attend our event. Waiting too late to promote, not providing adequate details, or failure to properly plan can impact event attendance. This document serves as a guide to help you better plan for your event.

Type of Promotions Available

We are very blessed at ALC to have access to quality creative promotions without having to outsource much of our work. Below you will find a list of various promotional tools available for your event. Promotional tools that require time to produce have their required timeframes listed. Keep in mind that if you need to START your promotions on a certain date you will need to factor in these time frames to make sure you have your materials in hand when you need them.

(Please note that when promoting and designing products for events there will be some overlap in these timelines. For example, if your event is having postcards designed, that design will usually work for social media and digital announcements.)

- *Email Blast* - We have the capability to send email announcements to church and community members through our database. We also have a database of Alabama churches and ministers in our state's district. We can easily email with one of these databases or both if needed. **Production Time: 1 week** (you must provide the details, links, information and graphics needed to send out emails)
- *Printed Materials*- We have access to wholesale printers to produce a variety of different sized postcards, banners, apparel, and flyers. Before placing an order for printed materials please let us know if they will be mailed or handed out in person. If postcards need to be mailed they must be designed in a specific way to accommodate mailing labels and stamps. **Production Time: 6 weeks** This allows time for design and revisions, printing setup, vendor sourcing and shipping.(Please have all of your details and information ready when requesting print materials. Also note that some types of apparel can be seasonal in availability so it is best practice to order as soon as you can)
- *Social Media / Digital Advertising* - We have the capability to advertise on our church social accounts Instagram and Facebook for free. We also have the capabilities to purchase digital ads on social media but you will need to factor that cost into your event budget. **Production Time: 2 weeks (if you already have your main design)** This allows us to work your post into our posting schedule. If you would like to purchase ads it can take longer than 2 weeks depending on how long the approval process takes.

- *Video Announcement* - We have the capability at ALC to produce professional quality video that can be used in service, on social media and shown on our live stream.
Production Time: 4 weeks This allows plenty of time to schedule people that need to be involved, gather materials and any equipment needed, shoot your video, edit and distribute your video.
- *Verbal Announcement in Service* - If you would like your event mentioned in service please provide all details **1 week** in advance so that we can insert it into the service schedule.
- *Other* - If there is another form of promotion you would like to try please let us know and we will see what we can do.

Promotions Production Time List

- Email Blast (church, community, district) - **1 week**
- Printed Materials (flyers, postcards, apparel, banners) - **1-2 months**
- Social Media / Digital Advertising - **2 weeks**
- Video Announcement - **1 month**
- Verbal Announcement - **1 week**

When To Start Promoting

Below you will find a checklist with the optimum times to promote your event. This will allow you to see when your promotion materials need to be completed.

6 months out - Save the Date. This is when you should initially announce your event. You do not have to have all the details ready to go, but you should have enough to let people know the date and location so they can put it on their calendars. If you have a theme it should be ready at this time. This is a good time for a social media post, mailing out postcards, and email blast.

3 months out - Detailed Promotions. By this time all of your details such as cost, speakers, dates, times, registration links, special instructions etc. should be ready to be promoted. At this point consistent social media posts need to be ready, if you are doing outside promotions in the community such as flyers they need to start going out, banners should be hung outside, videos ready to go etc.

1 month out - Reminder Promotions. Consistent social media posts and 1 last email blast should go out reminding people that it is time to register. Also this is a good time to promote any last minute changes that may have taken place.

Sample Event Promotions Plan

Below is a sample of what a promotions plan could look like for an event. You are welcome to use this as a template to get your started. We understand that every event is different and may require different promotions. This is only a guideline to help you manage promotions.

Event Name: State Wide Prayer Conference
Event Date/Time: September 2 7PM, September 3 10AM
Event Speaker: Rev John Doe
Event Theme: Tearing Down Strongholds
Event Cost: No cost but people need to register
Event Special Information: Free dinner after each service

Promotions Needed: District Churches and Community Email, Postcard Mailer to Churches, Social Media, In Service Announcements, Video, Banner for Lobby

Promotions Timeline:

Email Blast: 6 Months (save the date), 3 Months (registration link), 1 Month (don't forget to register)

Postcard Mailer: Save the date only (3 or 6 months)

Social Media: 6 Month Save the Date, 3 Months Registration Links, 3 Months and 1 Month Speaker Information, 1 Month Dinner Reminder, 3 Month and 1 Month Video Announcement.

Lobby Banner: Not needed until event day

In Service Announcements: Periodically from 3 months on

Planning Timeline:

6 Months from the start date is February. Save the date needs to be ready to go out in February-March. This would mean that save the date details would need to be finalized somewhere in November-January of 2021.

3 Months from the start date is July. Your 3 month promotions need to be ready to go out in July-August timeframe. This would mean that producing your promotions would need to start in April or June since print materials need to be ordered and video produced.

1 Month promotions should already be produced because after the 3 month production those items can be used without the need for new items to be produced.

Event Promotions Summary

The following is an easy guide to aid you in planning.

Save The Date - 6 Months from event date (finalized for promotions 7-8 months from event date)

Detailed Promotions - 3 Months from event date (finalized for promotions 4-5 months from event date)