



◀ EFFECTIVE EVENT PROMOTION ▶

Revised 8/08

As a growing church, we are faced with the challenge of how to best highlight and promote various ministry events within our body. To that end, we want to provide you with a variety of promotion tools.

Promotional Tools:

While we have found that the most *effective* form of promotion is also the least *efficient* (ie., word of mouth), we also acknowledge the useful role that other methods of promotion serve, including the following:

1.) Personal Invitation (we *recommend* 4 wks. prior to event):

- Phone calls
- Shoulder tapping (on Sundays, during Care Groups, Bible Studies, etc.)
- Mass Emails

2.) Events requiring sign-ups (we *recommend* 2 wks. prior to the event, earlier for reservation deadlines):

- Contact the church office to get your sign-up dates on the church calendar as soon as possible. There are times during the calendar year which are busier than others, with multiple ministries needing promotion. We will try to accommodate everyone - prior planning is the key to coordinating your sign-ups.
- Sign-ups/promotion in outside breezeway (with prior approval):
 1. Due to the very limited space inside the church lobby, promotional sign-ups need to be in the breezeway outside and/or Café.
 2. Sign-ups can be after each of the services – we ask that someone from your ministry be at the table during these times.

There are 3 available locations:

A: Directly outside the main doors as you exit.

B: To the *right* of the main doors – on the long wall leading to the MC.

*Try to be more towards the middle to avoid the traffic exiting the services.

C: Café

****Please note:** These areas will not be on a “first come, first serve” basis – if and when more than one ministry event needs the sign-up areas, we will give location **A** to the event that is most time-sensitive and continue to the other locations for subsequent event sign-ups.

- For any ministry event, the sign-up time required will vary. The recommended time frame is 2 weeks in a row, prior to your event (or prior to any necessary deadline). *If you need a different time frame*, we will try to work with each ministry to make your event as successful as possible.

Remember that there are also a wide variety of promotional tools to take advantage of that can work in coordination with sign-ups (ie., phone calls, postcards, emails, website, word of mouth, bulletin flyers, etc.).

3.) Printed promotion (we *recommend* 2 wks. prior to event)

- Mailers
- Bulletin (contact church office)
- Flier (used sparingly in bulletin, or as handout – call church office)
- Monthly Church Newsletter (*Intertwined*) – Trisha Swanson 503.579.6676 trishaks@comcast.net

4.) Media (3-4 weeks out)

- Power Point slide (contact church office)
- Website (contact Pastor Aaron)

If you feel your event warrants an announcement during the Sunday worship hour, here are the criteria by which approval will be made:

Requirements for Sunday Morning Announcement:

The proposed promotion ...

- Must be a ministry of Grace Point Community Church.
- Must have *significant* and *strategic* relevance to a large percentage of attenders (ie., a choir announcement, while a ministry of GPCC, would only appeal to a small number of people – so, would not warrant an up-front announcement).
- Request for announcement must be submitted to the church office no later than one week out from the event. Request will be considered and approved by the staff.

Please note: Outside events cannot be promoted without approval from the church office/staff.

If approved - fliers, posters, etc. can be displayed on the bulletin board in the Ministry Center Great Room.