



503.639.3913 | www.GracePointFamily.com

◀ GPCC EFFECTIVE EVENT PROMOTION ▶

Revised 6/2015

- Our desire is to help you promote the details of your event well.
- The following are great ways we've learned to be effective in communicating events.
- Please keep in mind that on any given Sunday one-third of the congregation didn't see any of your promotion the previous week, and one-third don't remember the details from your event last year because there are a lot of new people!

PROMOTIONAL TOOLS

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

- Phone calls
- Shoulder tapping (on Sundays, during Care Groups, Bible Studies, etc.)
- Mass Emails (the church office can assist you in emailing specific groups - Women, Men, etc.)

2.) Events requiring sign-ups (we recommend 2-4 wks. prior to your event reservation deadline):

- Indicate on the Event Promo form when you would like your sign-ups to happen.
- 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

C: Café (only between 1st & 2nd services)

3.) Printed promotion

- Posters (check with Church Office for placement)
- Bulletin
- Flyers / handouts

4.) Media (3-4 weeks out)

- Website
 - Church Calendar page
 - Separate page under the Events dropdown menu
- Power Point Announcement Slide
- Facebook & Twitter
- Commercial

5.) Sunday Morning Announcement

- Beginning or middle of each service: We want to reserve this time for events that:
 - ...are central to our mission and vision.
 - ...target a large part of our congregation.
- End of each service

(See over and fill out Promotion Form for your event)

PROMOTION REQUEST

Today's Date _____

Please submit to your area ministry leader or Church Office Administrator

EVENT

Event Name _____ Date(s) _____ Contact Person _____

Email: _____ Best time to contact you to finalize details _____

SIGN-UP OPPORTUNITIES

* please ensure that someone from your team will be hosting the sign-up table.

Cafe Main Building Breezeway

Website (via online form)

PRINTED PROMO

Briefly tell us why someone should attend and/or participate in your event, with who/what/when/where/why and how included. This will be used in the bulletin and other promotions.

Bulletin Announcement / Dates _____

Flyer / Created by _____

Posters / Created by _____

(Please check with Church Office for available locations to hang posters/flyers)

MEDIA

Date(s) to go live _____ Do you have a graphic/logo/image? _____

Power Point Announcement Slide

Submitted by you? Created by GPCC?

Website: * your event will be placed on the website calendar.

Its own page under the Event dropdown menu. Payment online?

Home page scrolling banner

GPCC Facebook Page GPCC Twitter account

Commercial *see Pastor Brian

Note: \$10 minimum event price.
Note Paypal charges 2.2% +
\$0.30 per transaction

SUNDAY ANNOUNCEMENT

Beginning of service (We want to reserve this time for events that are central to our mission and vision and/or target a large part of our congregation.)

End of service reminder