

IDEAS FOR PROMOTING THE EVENT

1. Write up a press release and send along a group photo to your local and surrounding area newspapers.
2. If there is a local gospel, Christian talk, or country radio station, get them to announce the concert and use parts of our songs to build excitement for the event.
3. Hang our posters, and pictures, at local and surrounding area churches, grocery stores, gas stations, and other town businesses. If you need more posters, make copies, print them off of the website, or call us and we will be happy to send more.
4. Put the concert in the newspaper's Bits and Pieces column and Religion sections.
5. Announce the concert many times at your home church. Also, notify sister churches with whom you fellowship. The more the event is talked about, the more excited people will become.
6. If you play any taped music before your church service, use some of our songs. We will provide a CD free of charge.
7. Make sure the event is in your church bulletin and weekly mailer.
8. Most important is to use continuous, steady promotion to build excitement and anticipation for the concert. The more excited people are, the greater the attendance will be.