

PROMO CHECKLIST SCHEDULE

To contact person:

YOU are the amazing person in charge of getting the word out about your event. You have some hard work ahead. But stick with it-- —it's ALWAYS worth it.

Here is a schedule for how to take responsibility for the success of your event.

Two months away

- date on your organization's official calendar of events
- story in your organization's newsletter about the event as a "coming soon" feature

One month away

- posters up at the venue, at like-minded businesses around town
- press releases and photos to all local newspapers, local cable channel
- blurb in your church newsletter
- invite like-minded organizations to the event, asking permission to send posters
- if needed, secure volunteer helpers by email or phone

Three weeks away

- bulletin blurbs with time, date, and description of event
- e-mail announcements with time, date, and description of event

Two weeks away

- fresh bulletin blurb
- fresh e-mail announcement, asking persons to reply
- phone- call invitations to those without email
- verbal announcement in worship service