

# Promoting Your Event

The Following are some proven ways that will help promote your event:

## 6 to 8 weeks before & leading up to

### **Play Our Music**

Incorporate songs from our recordings into as many parish or organization functions and events as possible. If you don't have access to either of our recordings, please let us know and we will gladly send a copy of one or both.

### **Word of Mouth**

There is no substitution for good old word of mouth advertising and hype. Talk it up to every committee, every group in your parish or organization such as bible study groups, small groups, youth groups and retreats. Make sure everyone has the opportunity to hear about the event.

## Begin 4 to 6 weeks before

### **B&W Flyer Announcing Event**

The enclosed B&W flyer samples (single and/or double) can be duplicated and insert in church bulletins; used as a mailer; be posted on bulletin boards; displayed in local Christian/Catholic bookstores or at other churches, community bulletin boards, grocery stores, clubs or workplace. Leave some copies in back of church for people to take at their own leisure.

### **Church, Radio and Cable TV Announcements**

Have sample announcement (below) read from the pulpit and on radio or TV. Be sure to include date, time, location, and admission information.

## Begin 2 to 4 weeks before

### **Color flyer Announcing Event**

Hang the color flyer in a prominent spot. Additional copies can be made by scanning the flyer and reprinting them on a high quality photo paper. We will be glad to send more copies if and as needed.

### **Newspaper Articles/Advertising**

An article or advertisement in a local newspaper will attract interest and reach people who might not have learned of the event from other means. A phone call to a local newspaper may result in an effective article promoting your event. Contact the editor for the following sections, calendar, features and religion section.

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### ***Sample Announcement:***

Join us for an uplifting evening of praise and worship and experience a dynamic re-presentation of familiar Catholic songs and hymns. On (date) at (time), (place) is excited to welcome ROMANS, a local group of Catholic musicians working to ignite a fire in the contemporary Catholic music scene. Featuring songs from their two self produced recordings "Come to Life" & "High Fidelity", ROMANS will encourage participation from all ages through well known songs, prayer, stories and a few fun surprises. Please bring your family and friends. All are welcome.