

# Publicity with Pizazz!

This worksheet focuses primarily on Women's Ministries Events.

<b>Planning the Event</b>	Determine and define...			
	<i>Purpose</i> <input type="checkbox"/> Evangelism <input type="checkbox"/> Fellowship <input type="checkbox"/> Fun <input type="checkbox"/> Spiritual Growth <input type="checkbox"/> Fund Raiser <i>Target Audience</i> <input type="checkbox"/> Women only <input type="checkbox"/> Family event <input type="checkbox"/> Couples Event <input type="checkbox"/> Internal church only <input type="checkbox"/> Internal Church plus invited guests <input type="checkbox"/> Unchurched <input type="checkbox"/> Age Range: <input type="checkbox"/> Married <input type="checkbox"/> Single <input type="checkbox"/> Widowed <input type="checkbox"/> Divorced <input type="checkbox"/> Working <input type="checkbox"/> Stay at Home <input type="checkbox"/> Retired <input type="checkbox"/> Mothers <input type="checkbox"/> Single parents <i>Date, Time, Location</i> When is your target audience available? <input type="checkbox"/> Days <input type="checkbox"/> Evenings <input type="checkbox"/> Weekend <i>Costs</i> <input type="checkbox"/> 100% Ministry sponsored <input type="checkbox"/> 100% individual (tickets) <input type="checkbox"/> Love offering, Ministry absorbs balance			
<b>Promoting the event</b>	You have determined who do you want to come. Ask why would they want to come?			
	Where do they go?	<b>Young Mothers</b> playgrounds, preschools, grocery stores, kids resale shops, libraries <b>Working Women</b> Take out places, grocery stores, salons, dry cleaners <b>Single Women</b> Gyms, bars <b>Seniors</b> Senior centers, libraries, coffee shops		
<b>Promote in stages</b>	<b>LEVEL</b>	<b>HOW MUCH INFORMATION</b>	<b>BIG EVENTS</b>	<b>SMALL EVENTS</b>
	<b>Awareness</b>	High Level--Save the date for [topic]	2-3 months before	4-6 weeks before
	<b>Detail</b>	All information: Name, Date, Location, Costs, Who to contact	6 weeks before	2-3 weeks before
	<b>Sign Up</b>	High visibility-Posters, personal contacts	4 weeks before	1-2 weeks before
<b>Internal PR</b>	<b>Publicity</b>	<b>Cost</b>		
	<input type="checkbox"/> Bulletin announcements	Free		
	<input type="checkbox"/> Bulletin insert/tear off sign up	Minimal		
	<input type="checkbox"/> Flyer on Bulletin board	Minimal		
	<input type="checkbox"/> Flyer in Ladies Room	Minimal		
	<input type="checkbox"/> Flyer on nursery door	Minimal		
	<input type="checkbox"/> Flyer by Sunday School entrance	Minimal		
	<input type="checkbox"/> Church newsletter article	Free		
	<input type="checkbox"/> Key people with tickets in varied ministries	Minimal		
	<input type="checkbox"/> Ticket table after service	Minimal		
<input type="checkbox"/> Announce from pulpit	Free			
<input type="checkbox"/> Post on church website	Free			
<b>External PR</b>	<input type="checkbox"/> Posters in retail locations	Minimal		
	<input type="checkbox"/> Public service radio spots	Free		
	<input type="checkbox"/> What's happening listing in local paper	Free		
	<input type="checkbox"/> Press release to local paper	Free		
	<input type="checkbox"/> Mail to database	Moderate		
	<input type="checkbox"/> Targeted mailing	Moderate--Buy lists		
	<input type="checkbox"/> Internet posting on bulletin boards	Free		
	<input type="checkbox"/> Cable TV Community Bulletin board	Free		
	<input type="checkbox"/> Ads in papers/radio	Expensive		

**PR Checklist**

*Every piece you send out should include*

- Name of Event
- Purpose of Event
- Location
- Day
- Date
- Time
- Contact Name
- Cost
- How to register
- Registration Deadline
- Childcare availability

*Therefore go and make disciples of all nations....* *How, then, can they call on the one they have not believed in?* *And how can they believe in the one of whom they have not heard?* *And how can they hear without someone preaching to them?*