



## HOW TO PROMOTE OUR EVENTS

### REFER TO OUR MEDIA PAGE:

<http://www.daretobedifferent.com/Media-Promotion>

Download videos and flyers to assist you in promoting.

### 3-4 MONTHS PRIOR TO EVENT

- Social Media: Begin sending brief announcements to your followers
- Develop a committee of people to help you promote
- Send flyers/contact surrounding churches to attend. This will help to fund the event.

### 2 MONTHS PRIOR TO EVENT

#### Marriage Mentor Training:

Send personal emails/invitations to couples you think would be great mentors, personally signed by the senior pastor. Invite couples who have a healthy marriage and a healthy walk with God and want to help mentor other couples in need. Coming to the training does not obligate them to anything.

#### Marriage Seminar:

Senior Pastor to promote the event and encourage everyone to bring a neighbor or friend. Senior Pastor is encouraged to attend. This has great benefits and is known to increase attendance by 30%.

### 1 MONTH PRIOR TO EVENT

- Show video clip **each week**
- Put in the bulletin weekly and on the church website
- Post flyers (Download templates at [daretobedifferent.com](http://daretobedifferent.com). Click on Media tab)

### GENERAL GUIDELINES

- Try to clear other church events prior to and following the event. This gives the congregation less options, which creates better attendance
- Ask your committee to help you reach out to other churches in the community.

Please contact us for any questions regarding promotions.