

PROMOTING YOUR CONCERT

The following is an easy step-by-step approach that will aid you in your promotion efforts.

Often times Pastors/churches choose to schedule a Gospel music group for an upcoming time of ministry without really knowing the crucial steps that will lead to a positive experience. We offer this information in hopes that it will help you in preparing for a fulfilling and rewarding time with your upcoming concert.

8 WEEKS PRIOR TO CONCERT:

Contact area churches letting them know of the concert details. Offer to email them the specific concert information (Concert date, time, location of concert, group name, groups website address, etc.), and let them know how they can retrieve promotional material to display throughout their church. Most churches are more than willing to put the concert information in their bulletins and newsletters provided there is no conflict of interest. Be prepared to drop off promotional material to area churches.

"Pastor, your help in getting the word out to your church and community is so important in hosting a successful concert event. What a wonderful opportunity to show your community and especially the un-churched your open and loving spirit of your fellowship with other area churches."

Word of mouth is VERY important. Talk it up to everyone. Church staff, other Pastors/Music directors

6 WEEKS PRIOR TO CONCERT:

Begin to display concert posters/fliers in and around your church facility. Place posters/fliers in key, clear visible, high traffic areas. Include concert information on your website.

4 WEEKS PRIOR TO CONCERT:

- Begin placing half-sheet inserts in your church bulletin, encouraging your congregation to use those inserts as a way to distribute to friends as an outreach tool. Contact local newspapers letting them know of the concert. Provide for them a photo of the group and biography/press release that the group provided for you.
- Many radio stations and local cable TV companies offer free PSA's (Public Service Announcements).
- Begin announcing the concert from the pulpit each and every service, up until the date of the concert. If the Pastor is excited about the concert, then the congregation will be excited about it.

In the event of your busy life, you may want to recruit someone in your church to help with the promotional campaign. A youth Pastor, Choir member, or board member are all possible candidates.

ADDITIONAL IDEAS

- Place posters/fliers in local businesses and Christian bookstores.
- Utilize free community calendars on the internet
- Monthly or quarterly newsletter
- Church members tape placards/8" X 11" fliers inside their car windows 4 weeks before concert (Believe it or not this really works).
- Create a contest with your youth group. Your youth group passes out half sheet fliers to downtown, parks, schools, H.S. Sporting events, etc.
- Set up radio interviews
- Direct mail (letters or postcards)
- Local Newspaper advertising
- Radio Advertising has proven to be VERY effective.

Remember, the success of your upcoming concert starts with you. Your enthusiasm WILL be contagious, so hit it head on and others will take notice. Feel free to contact us at anytime if you have questions or ideas. We would love to be of assistance.