

Leadership Tips

TOPIC: PROMOTION

1.	<p>“What is promotion?” On many occasions you will need to convey to the congregation what is transpiring in your area of ministry. You might need to announce an event, a special meeting, fundraiser or whatever. For some ministries, like the missions committee, there will be a need to educate the congregation on various information sent to us from the mission field and etc. The word ‘promotion’ is used to expose, lift up and provide opportunities for our people to be involved in a ministry. Promotion from you will help them get involved.</p>
2.	<p>“Doesn’t everybody know by now what goes on in the church?” No. Not everyone knows what is going on in the church. Sometimes we have to educate everyone as if they were new in the church. Many people don’t understand that Sunday school is for everyone or that they have the choice of being involved in a ministry. Being new at the church I am finding that there are traditional events and rituals that our church goes through that very few people know are happening.</p>
3.	<p>“What if my ministry does not have an event to promote?” Every (let me say that again...EVERY) ministry has information to communicate with others. If you do not have a special event, you can easily report on the activity your ministry has been involved in. The biggest complaint I hear is “I did not know anything about that!” A church is a body of believers that are working together to fulfill God’s purpose for the church. If you do not have an event, I imagine you have something to communicate to the church. Think about it. Maybe you do not have to stand up in church and make an announcement, but you can always write a brief article for the newsletter giving an update of the ministry that you are involved in. Please do not miss this opportunity.</p>
4.	<p>“If I need to give a ministry update, then what do I write?” Begin by letting people know who is on your ministry team (or committee). Most people need to be reminded of that on a continual basis. Then take time to let them know what you are working on. Communicate with them the decisions your team/committee has decided. Make sure you let them know what you are working on for the future. Letting people give their input is very vital to a ministry, so invite them to give their insights/input. As you do this you will find more people will be interested in that area of ministry and will pray.</p>
5.	<p>“What is the first step to promoting an event?” The first step is quite easy. KNOW WHAT IT IS YOU WANT TO SAY! It is important to know the facts of the event you are promoting, the reason for the event and how someone can take part in the event. Here are a few questions to help you:</p> <ul style="list-style-type: none"> • What is the event? • When is the event? • What time is the event? • Where is the event? • Why are you having the event? (relate it to the church purpose statement) • How much does it cost to participate in the event? • Is there any special information that a participant might need to know to be part of the event?

6.	<p>“Once I KNOW what to say, then what do I do next?” Determine a means by which you are going to make your information KNOWN to others. Here at the West Valley Missionary Church you have several ways of getting your information out to others. Here are a few:</p> <ul style="list-style-type: none"> • A brief written announcement in the church bulletin • Handout in the church bulletin • Special hand delivered invitation • Announcement at the Sunday school hour • Announcement at the beginning of the worship service • Various signs around the church • Sign Board out front • A mailing to possible participants (\$) • A written announcement in the church newsletter • Phone call invitation • Hymnal wraps • Mailboxes (?)
7.	<p>“What do I need to know in regards to getting something in the bulletin?” You must know that our church secretary is willing to help you out in any way possible. <u>(OVERLOAD WARNING: Please do not call her up and say “Can you put an announcement in the bulletin?” and then follow that up with “Just write up something.”) If you are going to use the bulletin please take the time to assemble your facts and, at least, put together a rough draft of an announcement. Many times, especially with computers, her time spent in preparing the bulletin for Sunday consists of formatting and making it look professionally done. You can assist her by having ALL the FACTS rather than making her assemble them. Office note: We do not want to fill our bulletin with partial sheet announcements, so please help us use discretion and save paper. Also, she usually works on the bulletin throughout the week and copies it on Friday morning. Please have your information in to her <u>BEFORE</u> that time.</u></p>
8.	<p>“What do I need to know in regards to making an announcement in church or Sunday School?” First of all, make arrangements to make the announcement before Sunday. It is helpful to ask for permission so that the class teacher or worship leader will know it is coming. With special regard to the worship service, it is important to make the announcement during the announcement time (beginning of the service). To make announcements during the prayer time, offering or before the message is not preferred by this pastor. (Sorry.) It sometimes interrupts the flow of worship. Personal note: We are doing our best to cut down the announcements before the service so that we can have a smooth flowing time of worship. I have observed that often announcements are made in church as “last minute” promotion because the other avenues of promotion were not utilized.</p>
9.	<p>“If I have to make an announcement in church or Sunday school, how do I do it?” Here is an example:</p> <p style="padding-left: 40px;">“Good morning. My name is <i>(your name)</i> and I am representing <i>(name of the group or ministry in the church)</i>. I wanted to let you know of a special opportunity for <i>(segment of the church the announcement is geared towards)</i>. We are having <i>(description of the event including all the facts: time, date, location, cost, etc.)</i>. I would like to invite you to be part of this special event. <i>(Let them know what they need to do participate in the event)</i>. I hope that you will be able to join us. Thank you for your attention and letting me share with you this morning.”</p> <p>Make the announcement brief and to the point. Also, be sure to use the microphone at ALL TIMES! Please remember that we have many people who have a difficulty in hearing. If you just stand up in your seat and make the announcement without a microphone, then they might be unable to hear you and miss the promotion. Also, make a special effort to be ready to make the announcement. Realizing that we make the announcements prior to the worship service, please be present and quickly make your way to the microphone. I appreciate your cooperation.</p>

10.	<p>“What are the deadlines for the church newsletter or church calendar?”</p> <p>Believe it or not, deadlines are needed so that things can get done on time. Carol Fordyce is putting together the newsletter and she had been good at reminding people of deadlines. Jessica LeNoir, church secretary, prepares the church calendar. Her goal is to get the new calendar published and distributed the Sunday before the new month begins. Depending on what avenue you choose to utilize, be aware there are deadlines.</p>
11.	<p>“What makes promotion good?”</p> <p>There are many elements to good promotion. Here are a few:</p> <ul style="list-style-type: none">• Creative• Excitement• Positive attitude• Well thought through presentation• Clear invitation• Personal
12.	<p>“What is the biggest obstacle to promotion?”</p> <p>Lack of preparation. Most people stand up and believe they can make a “quick” announcement. Usually their lack of preparation shows as they struggle for words, confuses facts and etc. Be prepared and avoid this obstacle.</p>