

Event Name _____

Promotional Communications

What types of communication (within budgetary constraints) will best promote this event and attract 1) attendees and 2) volunteers? Check all that apply, note the lead time. Mark the date that you will need to submit the request to ensure you have the product on time. Please remember the following when submitting your request:

- Gather all applicable information before submitting a request. If you do not have all the information, please wait to submit a request until you do. If you will be sending more information at a later date, please indicate that on your request.
- Lead time does not start the date you enter the request. It begins when all information required to complete the request has been submitted. Every ministry is important – more time may be needed - your request may not be the only project being developed.
- Be specific. If you can include an example, that would be great.
- If your request requires mailing, please indicate the send date.
- **PLEASE complete the Promotion Request (last page of this document)**

ALL requests should come through the ministry leader. Any exception will route through Executive Pastor.

Communication Planning Checklist

As soon as you decide to plan an event, ask yourself the following communication questions:

Communication Type	Estimated Lead	Due Date
<input type="checkbox"/> Event Specific graphic/	2 weeks	
<input type="checkbox"/> Banner	2 weeks	
<input type="checkbox"/> Brochure	2 weeks	
<input type="checkbox"/> Bulletin Board (in foyer)	1 week	
<input type="checkbox"/> e-blast	5 working days	
<input type="checkbox"/> Letter (approved by	2 weeks	
<input type="checkbox"/> News Release	1 week	
<input type="checkbox"/> Poster	1 week	

Communication Type	Estimated Lead Time	Due Date
<input type="checkbox"/> Post Card	1 weeks	
<input type="checkbox"/> Platform Announcement	1 weeks	
<input type="checkbox"/> Web site posting	1 weeks	
<input type="checkbox"/> Online Payment	1 week	
<input type="checkbox"/> Online Registration	1 week	
<input type="checkbox"/> Communication Media Loop	1 weeks	
<input type="checkbox"/> Worship Guide ad * if this is the only communication needed please submit directly to LaWanna McPherson	Deadline 8:00 AM Thursday	
<input type="checkbox"/> Worship Guide Insert	1 week	

Event/Topic Name:

Today's Date:

1. What

Ministry Name: _____

Contact Name: _____ Phone #: _____

2. Where & When

Event/Topic Date: _____ Time: _____

Location: _____

Childcare available: No Yes If yes, ages _____

How to register: Informaion Booth Online Registration Deadline: _____

Cost: _____

Registration Contact Name: _____

3. Who

Target Audience (who do you want to reach? Describe this person). _____

Tone of Message (perceived attitudes/beliefs concerning event/topic, etc) _____

2. Why

Event/Topic Objective (what is the desired response?): _____

Event/Topic Purpose (which part(s) of Grace Church mission will this fulfill (to reach people for Christ and to help those who already know Christ become more like Him.) _____

E-Z INSTRUCTIONS:

Please use space on back for initial draft you may wish to include.

1. Complete all fields. The more you include, the better we can respond to your needs.
2. Submit this form with any supporting copy or graphics to Sheila@grace-efc.org. Refer to your project name in the subject line.
3. Ministry Development will follow up and schedule necessary steps.