

RESOURCE SHEET



KIDS MINISTRY
NEW ENGLAND

Why is PROMOTION important?

- ◆ Creates a source of information.
- ◆ Creates a way to stand out in your community and the people you want to reach out.
- ◆ Generates interest in your church.
- ◆ Provides communication opportunities.
- ◆ Creates word of mouth.
- ◆ Creates a reason to connect with your church.

TIPS FOR PROMOTION THAT IMPACTS

1. Have a PLAN and work it.

One of the biggest mistakes when planning your event is not having a simple goal or strategy. You need to ask yourself what is the purpose of why we are doing this and how we are going to accomplish it. With all events you need to define what your purpose is. Is it to bring more children to VBS? Is it to connect with the community? Is it to share the gospel with families? You first need to define your purpose and then make plans to reach that target.

2. Know your AUDIENCE.

Is it children, parents, seniors, businesses, etc? It is important to know who you are focusing on so that you can tailor your message for them. You need to know them well so that you can create an event that resonates with your audience.

3. Have a BRAND IDENTITY.

If you want your event to be successful, you need to create a strong brand identity for it. Your event's branding should be consistent with your church's overall branding, but it also needs to have its unique personality. You should think about what makes your event different. Branding should be reflected in everything from the event name and logo to how you promote it and the overall look and feel of the event itself. Without a clear brand identity, your event will blend in with all other events and cannot make a lasting impression.

4. INVEST in your promotion

It is important that you make plans to invest financially in your promotion and marketing. When you do this, it will broaden your reach and opens up different avenues of promotion. There certainly are lots of free things that you can do but you might consider one paid option that could get the word out to the broader masses.

5. Start your promotion EARLY enough

Promotion should start at least 8 weeks in advance. Plan to have regular and consistent ways to share your message. Use a variety of delivery methods. Get others involved in helping you with this strategy and delegate them to use their gifts in this arena of promotion.

6. Leverage SOCIAL MEDIA

Social media is a powerful promotion tool and should not be ignored! This promotion path will provide you a broad avenue to reach your community. Use your personal pages and ask others to share your posts. Social media does have promotional ads that can be pretty economical and can even give your event more exposure.

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7. Set EXPECTATIONS

You need to make sure that you communicate the full details of your event and be sure not to make promises that you can't keep. For example, don't promise childcare if you don't have volunteers or a plan to provide it. If you set the right expectations for your event, you'll be more likely to deliver a successful event that meets or exceeds attendees' expectations.

8. TRACK your promotions EFFECTIVENESS

Evaluate your promotion methods so that you can know if this method is something that is providing results or if other options needs to be pursued. If you do this on a regular basis, your promotion strategy will be fresh and you will always be open to new delivery methods and strategies.

9. LEARN from your MISTAKES

Be open to learning what has worked and what can be improved. Make sure you debrief after each event and take the time to understand what worked well and what could be improved. This will help you improve your event promotion strategies moving forward and will strengthen your event.

10. FOLLOW UP is VITAL

Another mistake that most churches make is failing to follow up with participants of an event. One of the primary reasons we do VBS is to build relationships and discover new people in our community. Taking the time to follow up will give you opportunities to continue the connection. This connection may give you a way to meet needs and develop friendships.

11. PLAN for the FUTURE

Before your event ends, you should be planning for the future and what will be the next event to connect with. This strategy tells your participants that you want to continue connecting and provides a fun and effective way to do so. Be ready to promote that next event when you wrap up your VBS!

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