

Best Practices for Promotion

It is important to recognize who your target is. For example, if you are hosting a retreat at your parish, your main target would be people from your parish, right? So, you center your promotion at the parish. If you are promoting a concert and your target are people from the general public, you must go where your audience is to promote. Whether you're promoting an event, having an awareness campaign at your parish or motivating others to attend an event elsewhere, it is important to present the most accurate information.

Always have an ad in print

Whether it is a poster, flyer or postcard make a draft first! Even, if tentative make sure to include the name of the event, date, time, location, venue, guest speakers, and a theme or tag-line for the event. Do not send it to print until everything is confirmed.

Update and confirm

Make any necessary changes to the name of the event, date, time, location, venue, guest speakers, and a theme or tag-line for the event. Once everything is booked and confirmed you can go head to print your promotion materials.

Think about all the ways to get the word out

People are busy. Make it easy for them to understand your message, and they will! Most importantly, keep it consistent across each platform that you use to promote your event. If you are promoting at a parish make sure to take advantage of all the resources the parish has to offer.

Here are a few things you can do:

1. Run a bulletin announcement
2. Add a flyer as a bulletin insert
3. Run a pulpit announcement
4. Or, ask to make an announcement after Masses yourself
5. Pass out prayer cards after Mass
6. Pass out flyers after Mass
7. Place your brochures/prayer cards in the back of the church
8. Suggest Mass Intercessions that correspond with your campaign
9. Show a video of the campaign after Mass or at an event
10. Share promotional items with your:

Pastor
Director of Religious Education
School Principal
Youth Minister
Confirmation Coordinator
RCIA Coordinator

Pastoral Council
Marriage Prep Team
Knights of Columbus
Prayer Group
Other ministries

Make sure to place it on your website/blog/Facebook page, if you have one. You can send out reminders, set up pictures, and monitor RSVPs. The more active you are, the more your presence will be known.

One last thing...

If there's one thing we can all agree on, it's the fact that our time is important to us. Why should people attend your event? Help create a sense of uniqueness that your audience can't miss. Give them a good reason to come to your event. Focus on the benefits they will get by attending your event, and they will come.