

Advertising Committee

This committee is responsible for getting the word out about this event. Before beginning your work try to find out what kind of budget you need to work within. Some forms of media have an associated cost. You should try to use every media available considering the budget you have to work with. Some media to consider include web sites, social media, radio, television, newspapers, flyers in the windows of local businesses, notices in other church bulletins, etc.

You should work closely with the Invitation Committee so that the advertisements and invitations can have a similar look and feel. That way if one person sees an advertisement and receives a printed invitation they will immediately know that they are for the same event.

Be sure to start your work early enough so you can meet any submission deadlines. Radio, television, and newspapers often require two weeks or more advance notice before an item will be aired or published.

If you plan to use posters or flyers in local businesses or other public places, be sure to remove them soon after the event is over. You may also want to make those posters or flyers available to church members whose places of employment allow them to post such things.

Make sure all advertising includes the date, time, and location of the event. If the location is away from well used thoroughfares you may want to include a map or directions. If child care is being offered, check with the Child Care Committee to find out what ages of children will be accepted and be sure to mention that in all advertising. If transportation is being offered include the point of contact for making that arrangement. If refreshments or a meal is being offered include those details too.

You may want to mention that the program is based on a one-man quartet singing old hymns and telling some of the stories behind those hymns. Some people may be curious how one person can be a quartet and come to find out. Others may be drawn by the old hymns or by the stories behind them.