



HOW TO PROMOTE YOUR EVENT

We understand every church has its own way of promoting events, but here are a few ideas to help you spread the word about Ready, Set, LEAP and boost attendance at your event.

The HopeLine will provide

- Social media graphics
- Slide graphics
- Posters to be printed
- Bulletin Inserts
- A sign up link
- Flyers to be printed

8 Weeks Before the Event

- Hang up posters.
- Start displaying the slide before your services.
- Begin including Ready, Set, LEAP in your weekly announcements (newsletter, weekly email, etc.)
- Consider other churches in your area who may also be interested in participating and supply them with promotional materials as well.
- Start posting about the event on social media - encourage your congregation to share them.

6 Weeks Before the Event

- Distribute flyers or make them available to your congregation, including the signup link.

4 Weeks Before the Event

- Show the Ready, Set, LEAP Promotional video before or during your weekly service, encouraging your congregation to sign up and invite friends.
- Send an email to your congregation about Ready, Set, LEAP including the signup link they can share with friends.

Leading Up to the Event

- Continue posting about the event on social media, showing the slide, and making announcements in your church communication up until the event.