

Appointed By Grace

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Promotion Suggestions

Thank you for hosting *Appointed by Grace* at your church or Gospel music event! We welcome any opportunity that God gives us to share His Good News with others. Our goal through this ministry is to reach as many souls as we can for the Kingdom of God! We firmly believe that God has a plan and a purpose for every door that He opens for us to share our hearts through music and testimony. As guests in your church and/or community, we rely heavily on your help in promoting this event. Below are some suggestions that will help all of us to have a successful event for the glory of God!

1. **WORD OF MOUTH** - Begin announcing your concert/service with *Appointed by Grace* now! The most effective invitation is the face to face, friend to friend variety. Tell people to mark this date on their calendars and to invite friends, relatives, and co-workers.
2. **CHURCH BULLETIN** - Beginning several weeks prior to the date; have the event regularly featured in the weekly bulletin and church newsletters, giving the event increasing space as the date draws near.
3. **INTERNET**- Place announcements about the upcoming service/event on your church website. It may also be effective to invite friends with whom you regularly communicate via email. If you are excited, they'll get excited.
4. **NEWSPAPERS**- The newspapers are one of the best free advertisements available. Editors usually welcome press releases and feature stories about coming events, and most community newspapers have a calendar where local events can be mentioned for free. Be sure to give the newspapers plenty of advance notice.
5. **POSTERS** - Place the posters in as many places as you can, two weeks prior to the event. (Wal-Mart, K-Mart, grocery stores, hair salons, gas stations, Christian bookstores or other Christian oriented businesses, other churches in your area with whom you fellowship, etc.) Always be sure the date, time, and location are on all posters. Obtain permission to put up posters at each location and always remove them after the event. Feel free to make copies or contact us for additional supplies.
6. **CHURCH MARQUEE**- If your church has a marquee, utilize it! Usually, two or three weeks before the event is the best time to begin using this type of advertising.
7. **RADIO** - If you have a local Southern Gospel radio station, they will often give a Public Service Announcement or at least have a concert/event calendar on their website where upcoming dates can be posted. Most will require at least two weeks in advance of the concert.

Please keep in mind that these are merely suggestions for effective promotion. You may have used other methods in the past that you found to be highly successful. I like to say "If it ain't broke, don't fix it!" The key is to use every opportunity to invite and encourage people of the community and within your own church to participate in this event. When we do all that we can to get folks to the place where they can hear God's Word boldly proclaimed, He promises that His Word will not return void but will accomplish that which pleases HIM! Most importantly, remember to remain in a spirit of PRAYER for the concert/event. Pray not only that people will come, but that hearts will be open to the Word of God, and that lives will be changed for all eternity, not by what we do, but by what God can do through us! Time is short! Jesus is coming soon.