

# Heralders

## ADVERTISING TIPS

---

This is a confirmation that the Heralders Quartet will be with you. We are enclosing promotional material for this date.



Many people are led to a saving knowledge of Jesus Christ through the messages of the songs sung in churches and concerts. Many come to listen to gospel concerts that would not normally “darken the door of a church” for a preaching service. This gives us a golden opportunity to present the Gospel to them.

Poor advertising can make a great program into a big flop. The group was great, but the audience didn’t show. We are listing a few suggestions that should prove beneficial to you:

### CONCERT PROMOTION CHECKLIST

- 6 Weeks Prior - Other churches are often very supportive of Gospel concerts. Send out letters to area churches informing them of the upcoming concert and encouraging their pastors to announce the event and print information in their weekly bulletin.
- 6 Weeks Prior - If this is a church event, planning a “High Attendance Day” or “Pack The Pew Night” are great ways to motivate church members to make this concert a priority. Special events should be planned now to allow ample time for preparation.
- 4 Weeks Prior - Information about this concert should be listed in your church bulletin at least four weeks in advance, so that church members and visitors can make plans to be a part of this special evening.
- 4 Weeks Prior - Radio, cable and TV stations should be contacted to request that they run Public Service Announcements about the event. Most stations are willing to do this free of charge. Commercial spots purchased on Christian stations are always a success.
- 3 Weeks Prior - Posters should be put in convenience stores, Christian bookstores, grocery stores, department stores, and any public place with a high volume of traffic.
- 3 Weeks Prior - Local newspapers should be contacted to request that they run a news release about the concert.
- 2 Weeks Prior - Post cards or a notice about the concert should be sent to those who are on your mailing