

## General

Welcome to the **EVERYONE OUTREACH** promotional kit. The kit will provide you with everything you need to encourage members of your congregation to participate in the upcoming **EVERYONE OUTREACH** workshop.

Our hope is that every one of your members will register for this opportunity. With that goal in mind, we recognize that how each congregation accomplishes that will be different because every congregation's ministry setting is unique. This means your congregation may choose to use a few, most, or all of the materials provided in the Media Kit. That's fine. Whatever works for you.

We encourage you to look over all of the resources available to you in this kit and then decide which makes sense in your setting. Then, follow the timeline for implementing the resources you have chosen. You can find all of the resources needed to promote registering for the workshop in the Media Kit. Below is an inventory of the resources available in the Media Kit and a suggested timeline for using all of those resources.

## Media Kit

List of resources found in each folder of the Media Kit:

### EVERYONE OUTREACH Style Sheet

A detailed rundown of the color palette and fonts, in case you want to create additional materials

### Digital Display Screen Resources

- Digital display graphic
- PowerPoint template

### Graphics and Logos

- A Save the Date artwork file
- **EVERYONE OUTREACH** logo files
- Social media images – sized appropriately for Facebook, Twitter, and Instagram
- A QR Code for the **EVERYONE OUTREACH** website home page

### Other Promotional Resources

- Save the Date blurb
- Special announcement email
- General promotional blurbs – for use in newsletters, bulletins, web pages, etc.
- Special post-worship service encouragement for Evangelism Committee/leader talking points
- Special reminder email
- Social media blurbs for Save the Date, Registration, and a 2w-to-go reminder

### Print Resources

- Poster – 11x17 printable PDF
- Flyer – 8 ½ x 11 printable PDF
- Bulletin insert – 5 ½ x 8 ½ printable PDF

### Video Resource

- 2 Promotional videos – Downloadable files

Additionally, a **Workshop Publicity Checklist** to assist in tracking your progress week by week and an **Attendee List**, used to get attendees on the post-workshop email distribution, are available for download.

## Suggested Publicity Timeline

A discussion of all resources available in the Media Kit and how to use them:

### PRE-KICK-OFF

- ✓ **Save the Dates** – do as soon as the workshop timing is confirmed.
- **Social media post** – Create a “Save the Date” post on Instagram, Twitter or Facebook. *Consider creating a Facebook event using those same files. (optional)*
- **Special e-mail “Save the date”** – Send a special Save the Date announcement to your membership e-mail list.
- **Bulletins/newsletters** – Consider including a save the date blurb in your weekly or monthly electronic newsletter whether printed or mailed, and in your bulletin’s news + notes section.
- **Promotional video** – Show Everyone Outreach Promo Video #1 after service to help people understand that this workshop is a bit different and why they might be willing to set aside that much time for this workshop.

#### FIND YOUR RESOURCES:

- Save the Date graphics are located in the **Graphics and Logos** folder.
- Save the Date blurbs are available in the **Other Promotional Resources** folder.
- Everyone Outreach Promo Video #1 is in the Video Resources folder.

### 6 WEEKS PRIOR TO WORKSHOP

- ✓ **Official Kick-off** – This is a big week! Be sure to look over this week’s tasks in case you have to work with other volunteers or staff to get things checked off your list! Notice that some items you do this week is are a “one and done” deal. Do them this week, then forget about having to do them for the following weeks!
- **Social media post** – Repost the “Save the Date” post on Instagram, Twitter or Facebook that you used previously.
- **Bulletin inserts** – Include in your Sunday bulletin this week. *Consider including these bulletin inserts in any snail mail going out to your members! (optional)*
- **Posters/flyers** – Put up on any prominent church bulletin board or on a door/wall/window. *(You can leave these up until the event!)*
- **Website content** – Consider posting a web content blurb and image to your church’s website, include in an online calendar, or upcoming events listing. *(You can leave these up until the event!)*

- **Promotional video** – If you have a Vimeo or YouTube account, feel free to upload the promotional videos there for ease of use for upcoming promotions.
- **Special post-worship service announcement** – Pastors are encouraged to use the provided talking points and show a promotional video after this week's service as a preview of this new opportunity.
- **Special e-mail announcement** – Send this detailed announcement to your membership e-mail list.
- **Bulletins/newsletters** – Include a general blurb in your weekly or monthly electronic newsletter whether printed or mailed, and in your bulletin's news + notes section. *(You can keep these included until the event!)*
- **Digital display graphic** – If you have digital displays or screens in your church. Include this in its rotation of announcements, before or after a service as a reminder, and before or after any Bible Study classes.

#### FIND YOUR RESOURCES:

- E-mail wording, blurbs, and talking points are available in the **Other Promotional Resources** folder.
- Graphics for social media, web and print are located in the **Graphics and Logos** folder.
- Poster, Flyers and Bulletin Insert resources are available in the **Print Resources** folder, any digital display files are available in the **Digital Display Screen Resources** folder and Promotional Videos are available in the **Video Resource** folder.

## 5 WEEKS PRIOR TO WORKSHOP

- ✓ **Gain interest** – Keep getting the word out and encouraging your members to register!
- **Social media post** – Use a promotional video on your social media posts this week.
- **Post-worship service encouragement** – Pastors are encouraged to remind members of the registration opportunity at the end of each service.

#### FIND YOUR RESOURCES:

- Social media blurbs and post-worship service encouragements are available in the **Other Promotional Resources** folder.
- Promotional videos are available in the **Video Resource** folder.
- Graphics for social media are located in the **Graphics and Logos** folder.

## 4 WEEKS PRIOR TO WORKSHOP

- ✓ **Gain interest** – Keep getting the word out and encouraging your members to register!
  - **Social media post** – Use a graphic or logo with your post on your social media this week.
  - **Post-worship service encouragement** – Pastors are encouraged to remind members of the registration opportunity at the end of each service.

### FIND YOUR RESOURCES:

- Social media blurbs and post-worship service encouragements are available in the **Other Promotional Resources** folder.
- Graphics for social media are located in the **Graphics and Logos** folder.

## 3 WEEKS PRIOR TO WORKSHOP

- ✓ **Register now** – Consider a personal touch and have already registered members start personally *inviting fellow members to register and join them at the workshop*.
  - **Social media post** – Use a Promotional Video on your social media posts this week.
  - **Special post-worship service encouragement** – Consider having the leader of your Evangelism Committee or committee member give a personal invitation announcement after this Sunday's service. They are encouraged to use the provided talking points following the service as a more personal invitation to register and participate in the workshop.
  - **Bulletin inserts** – Consider having Evangelism Committee members or ushers hand out the bulletin inserts to each member as they leave the service after the special post-worship service encouragement announcement.

### FIND YOUR RESOURCES:

- Social media blurbs and special post-worship service encouragements are available in the **Other Promotional Resources** folder.
- Promotional videos are available in the **Video Resource** folder.
- Graphics for social media are located in the **Graphics and Logos** folder.
- Bulletin insert resources are available in the **Print Resources** folder.

## 2 WEEKS PRIOR TO WORKSHOP

- ✓ **Registration reminder** – Don't forget to register!
  - **Social media post** – Use a graphic or logo with your post on your social media this week.

- **Post-worship service encouragement** – Pastors are encouraged to remind members of the registration opportunity at the end of each service.

**FIND YOUR RESOURCES:**

- *Social media blurbs* and post-worship service encouragements are available in the **Other Promotional Resources** folder.
- *Graphics for social media* are located in the **Graphics and Logos** folder.

**1 WEEK PRIOR TO WORKSHOP**

- ✓ **Registration deadline is approaching** – Don't forget to register!
- **Social media post** – Use the promotional video on your social media posts this week.
- **Special e-mail reminder** – Send this detailed e-mail reminder to your membership e-mail list.
- **Post-worship service encouragement** – Pastors are encouraged to remind members of the registration opportunity at the end of each service.

**FIND YOUR RESOURCES:**

- *Social media blurbs, post-worship service encouragements, and special e-mail reminders* are available in the **Other Promotional Resources** folder.
- *Promotional videos* are available in the **Video Resource** folder.

**WEEK OF THE WORKSHOP**

- ✓ **Last chance to register** – Must register to participate!
- **Social media post** – Use the promotional video on your social media posts this week.
- **Special e-mail reminder** – Resend this detailed e-mail reminder to your membership e-mail list.
- **Post-worship service Encouragement** – Pastors are encouraged to remind members of the registration opportunity at the end of each service.

**FIND YOUR RESOURCES:**

- *Social media blurbs, post-worship service encouragements, and special e-mail reminders* are available in the **Other Promotional Resources** folder.
- *Promotional videos* are available in the **Video Resource** folder.

## IMMEDIATELY AFTER THE WORKSHOP

- ✓ **Build on it** – Take the energy from the workshop and use it as you build your congregation's outreach culture!
- **Post-workshop Summary** - Members who have attended the workshop leave with a lot of energy; make sure you share it with the rest of the congregation! Materials aren't provided because the most effective communication will consist of those unique insights and opportunities for outreach that your participants identified in the workshop - just speak to those. Some ideas include:
  - **Post-worship-service Summary** – A lay leader or pastor can speak at the end of service to highlight the congregation's takeaways from the workshop.
  - **Bulletins notes / Newsletters** – Include key takeaways and next steps that you'll be taking as a congregation (perhaps an **EVERYONE OUTREACH** potluck in a month to get together and discuss I wills!)
- **Social media post** – Share photos or videos from the workshop in your social media posts.
- **List of attendees** - Attendees receive email reinforcing the concepts discussed in the workshop. Please use the provided template to get your workshop participants enrolled. **The attendee list should be submitted within 2 days after the workshop - some congregations even submit it right at the end of workshop.**

### FIND YOUR RESOURCES:

- Graphics for social media are located in the **Graphics and Logos** folder.
- Use the *Attendees List (Send in AFTER workshop).xlsx* file to provide the attendees' names in a format that is easily uploadable.