

## **Promotion**

### **A. Before the Meeting**

1. The best advertisement is always word of mouth. Print up sharp attractive handbills well in advance of the campaign. Get as many people as possible committed to invite ten visitors. Use the handbills to invite and as a reminder. Seek to get the visitors to commit to a night that they will come. Keep the contact hot by calling 48 hours before the night they plan to come.

2. Church bulletin - Keep the meeting before your people. Announce the meeting every week for six weeks before it begins.

3. Newspaper/Radio/TV - Let the community be aware of the special meetings at your church.

4. Social Media - Many members of our local churches use electronic/social media. Many churches today have a social media presence. These can allow individuals and churches to promote the meeting to thousands of friends and family.

5. Other Fundamental churches. - Let your preacher brethren know of the meeting via letter, phone call, or handbill. Encourage them to bring a delegation from their church if possible.

6. Platform - Continually talk about the forth-coming meeting. Ask your people to clear their schedule and be faithful in attendance.

7. Phone Call - Get lady volunteers to phone every church family and remind them of the meetings.

8. Personal letter from the Pastor - Write to your people expressing how important the meeting is so to you and asking for their wholehearted support.

**B. During the Meeting:** Special nights, if promoted right, can definitely help the attendance. We suggest the following:

**Sunday Morning - Friend Day or Round-Up Sunday** - The first service is very important and many times sets the pace for the meeting. Do everything possible to have unsaved in the service. When the lost trust Christ early in the week, it encourages God's people to bring un-saved all week long.

**Monday Night - Men's Pack-A-Pew Night** - (Option One) We have found a very successful variation on this theme. Use Monday night to count for the men. Total attendance (Regular attenders and visitors) There are no individual winners and no counting or point giving, just total attendance. (Option Two) Choose five dependable and faithful men as team leaders to spearhead the evening. These men should be those that will instill excitement throughout the congregation. For the sake of all special nights a visitor should be someone that has not been in any nightly service. (This prompts people to invite the typical "Sunday morning only Christian" to attend the services) Visitors are worth 5 points, those that have already attended one night of the meeting are worth one point.

Pew packers cannot invite those in attendance until the closing prayer on Sunday night and must invite their visitors before they arrive on the parking lot on Monday night. The winning man receives a book, CD, or gift certificate. Many churches will purchase something from our CD table as a prize.

Tuesday Night - Ladies Pack-A-Pew Night - See above explanation. If your meeting ends on Wednesday, Brother Harper will be preaching a Patriotic message. (If your meeting goes through Friday, Thursday will be the Patriotic night.) On this night it would be appropriate for the congregational singing and special music to be on the Patriotic theme.

Wednesday Night - Ice Cream Night - (Option One) If you decide on the first option for the Men's and Ladies' pack a pew then the "losing" team serves the winning team ice cream sundaes after the service. This option builds excitement from Monday night through Wednesday night! **Sunday School Night** - (Option Two) The Sunday School class with the highest percentage of their average attendance wins.

Thursday Night -Patriot's Night - Encourage church members that are prior military to wear their uniforms. Plan to sing patriotic songs and conduct a service that honors our country and celebrates our freedoms. Invite prior military and current and former first responders to this exciting service! **OR Family Night**- The family with the most members and the most adopted members (adopted members **MUST** be visitors) win.

Friday Night - Youth Night/Prophecy Night - Brother Harper will be bringing a strong evangelistic message and/or a message on Prophecy. There will be a strong evangelistic thrust.

**Other Special Nights** as you see fit. Please remember that these are only suggestions and, although we have watched these special nights work, we do not claim to have the only plan. If you have used something in your church that has worked well please do as you see fit. It would be helpful if you would inform Brother Harper of the promotion when we meet on Saturday night.

If Friday night in your town is not good because of conflicting ball games, then move Youth Night to Thursday night and have Men's Night on Friday night. Advertise this night to the adult congregation as All Church Night. Let them know that the evangelist will be preaching to everybody not just the young people.

You may purchase awards in advance from your local Bible Book Store or we have some gifts and awards that we can use from our cd table. For souls to be saved in the meetings, an all-out effort of inviting must take place. Start early and encourage your people repeatedly to invite lost friends and loved ones. Get the unsaved committed to a definite night.