



PROMOTION

Make sure you read this!

Thank you for scheduling **The Itzels** for a concert at your church or organization. It is our desire to support your ministry by offering a program of music that will challenge your congregation and clearly present the Gospel of Jesus. **The promotional materials included in this packet are intended to inform your city of the specifics of this event and stir up interest among the people for the coming presentation.**

TOOLS FOR SUCCESSFUL CONCERT PROMOTION

If you are hosting a concert, the key to success is to promote, promote, promote. Utilizing every available method of communication to get the word out will ensure that your concert is well-publicized and that you have the largest crowd possible. It isn't all about the numbers, but the more people we can reach with the message of Christ, the better!

RADIO

Many radio stations offer "Community Bulletin Board" or "Church and Concert Update" announcements and spots for FREE. Take advantage of these! These spots air frequently and are often something a listener will pay special attention to. Make sure your ad includes date, time, location, address, ticket information or love offering, and a phone number and/or web address for more information.

E-MAIL

This is a great, inexpensive way to get the word out about your concert. Most everyone has email these days. It's merely a matter of sending out a short letter, copy of a poster, or a brief notice about the concert—AND ask your friends to forward it to THEIR friends, which will reach more and different people. It's the "ripple effect" and it works. You can send 2-3 mail outs at various times before your event—even the day of the event as a reminder. A good rule is three weeks prior, then again two weeks, and the week of.

FACEBOOK

This is one of the very best ways to advertise your concert, because, like e-mail, it's free! And it reaches a lot of folks. You can post a photo of the Itzels from our website, list all the details, and tag pertinent people on your friends list to reach an enormous audience. This has become the fastest-growing way to inform people about events in recent years, and you can promote multiple times, including each day, and up to the day of, and even a few hours before the event.

POSTERS

There is still merit in good old-fashioned posters. We will send you several and more are available upon request. Select the highest-traffic areas to place them. Always ask permission! Grocery stores, restaurants, discount and department stores, gas stations, convenient stores, and Bible Bookstores are the best places to start. Post 2-3 weeks prior to the event, if possible.

POSTCARDS AND MAIL-OUTS

If you have the budget and mailing list of contacts, a postcard mail-out or flier mail-out is also a great way to promote your event. This can be done 6-8 weeks prior to the actual date.

SIGN USAGE

It may sound obvious, but you'd be surprised at how many times we pull up to a church or concert hall with a huge sign or marquee, only to find that the concert is not on it. What a wasted free opportunity to promote your event!

NEWSPAPER

Advertising in the local paper is another great way to get the word out. People do still read the paper, or they wouldn't still be printing them. Newspapers are also accessed on line at an astounding rate. Advertise at least two weeks before if possible, and if you can work out a two-week run, that would be even better.

IN CHURCH PROMOTION

Utilize pulpit announcements, mail-outs, newsletters, posters, brochures, website, communication emails, pre-concert screen announcements, etc. **Invite each subgroup of the church personally** (student ministries, women's ministries, men's ministries, seniors ministries, etc.)

MEETING TIME

Have help ready to assist with the loading and unloading of the sound equipment.

Please have a **6-8 foot table** ready for The Itzel's product ministry in an easily accessible location.

Please discuss the order of service, offering time, desire for invitation/commitment time with Bill **before the service** to make sure the entire program runs smoothly.

In concerts where a love offering will be taken for The Itzels, 2/3 of the way through the concert would be the best time so as not to interrupt the closing. **Please make your congregation aware that The Itzels are in full time, vocational Christian Ministry.** We view love offerings as an investment in God's work and are accountable before Him for all that we receive. We truly appreciate your sensitivity in this area.

FINALLY...

If your concert is not on a Sunday morning, **invite other local congregations** and pastors to the event.

If you are having a concert and a love offering will be received, state it as such and **make sure your congregation comes prepared.** Love offering "received" sounds so much better than love offering "taken." Let them also know CD's and other materials will be available for purchase.

Have **greeters at the door** to welcome visitors and attendees. This is your church's chance to shine. You may be welcoming your next church members.

Make sure you have **returned the "Concert Confirmation"** or have called to let us know all the details are correct to avoid any possible miscommunications.

If there are **any questions** concerning any aspect of the concert, please call Bill anytime at 410-925-0687 or e-mail us at info@billandkarenitzel.com.