

How to Guide:



PROMOTING AN EVENT

Planning an event can be extremely rewarding, it can provide a way for new volunteers and supporters in the local community to discover you, build team morale, promote togetherness and raise vital funds for your church! Sometimes however in the hustle and bustle of intense planning, the advertising and marketing of the event can often be forgotten. There are key pieces of information you need your promotional activities to cover:

- What does the event involve and what is it called? *Summer Fayre, A Capella Concert, Christmas Carols, Quiz?*
- What is your call-to-action? *Do you need people need to book in advance, turn up on the day, or share information?*
- Where is it? *Address, Postcode, name of Church?*
- Who is your target audience? *Kids, teenagers or adults?*
- When is it? *Time, date, length?*

To assist you with the promotion of your event, we have developed a How to Guide so you can create your own successful and fun marketing strategy for a successful and memorable occasion!

Word of mouth

Powerful and free, never underestimate the power of word of mouth, it's good to talk and spread the word about the activities you have planned! From friends and colleagues to local businesses and supporters, everyone can get involved. Once people start sharing event details, word will quickly get around, we call this the snowball effect, the more people we tell - the larger the impact it will have, and the wider the reach.

A5 Flyers & A4 Posters

Downloadable templates for posters and flyers are available from your CCT contact. In general, it helps to include the CCT logo on your poster or flyer.

Flyering:

You can distribute your flyers using several methods, including:

Door to door drops: Hit the streets that surround your venue and place one flyer through each door. Make sure you travel in pairs and never enter a house (for security reasons). It's important to stay organised and keep a list of where you have

been. This will help to not repeat an area unnecessarily, and for all future door drops the list can help you assign specific streets/areas to willing volunteers.

Local businesses:

Take a small handful of flyers, and a poster (don't forget to take some blutack with you) and head to busy local businesses. Ask the management if you can pop some flyers next to the till and a poster on their door (or designated area). Remember – you must ask for permission, and you must also tell them what the flyer/poster is about. This will create engagement, improve venue knowledge and give a boost to the word-of-mouth element of your campaign. Remember to keep a list of the businesses or venues you visit. Types of businesses to visit include:

- Hairdressers
- Cafés
- Pubs
- Hotels
- Convenience stores
- Taxi Offices
- Restaurants
- Art Studios
- Tourist Advice
- Post Offices
- Doctors Surgeries
- Dentists
- Chip Shops and Takeaways
- Churches

We do not recommend putting posters on lampposts or anywhere along public roads, as you are unlikely to get permission for this and please be aware that it could cause a dangerous situation if it distracts drivers. You could even get fined. You might be ok to put posters or banners up outside the church itself, although sometimes the railings are still owned by the Diocese. Check with your CCT contact to be on the safe side.

Hand-to-hand Flyering:

All hand-to-hand flyering must be undertaken with the consent of your Local Authority or Council, private landowner or event organiser. Many areas now require leafleting licences to comply with Littering Laws (Section 87 of the Environmental Protection Act 1990).

Supermarkets and Malls:

Supermarkets and Malls have great footfall and often reserve a small space for charities and community initiatives to promote their event for free! Pop into your nearest store and ask if you can set up a small stand. Here, you can carry out hand-to-hand flyering and word-of-mouth.

QR codes

Quick Response codes, or QR codes, are a type of barcode used on printed materials, which allows users to scan with their phone's camera, and link to a website. This saves having to type in a long web address. QR codes can be generated to link to specific webpages and you can generate them, for free, online or you can also ask your CCT contact to help create one.

In general, a QR code is a handy quick way to get people to a particular webpage when they scan it with their phone.

Local Magazines, Newspapers and Radio

Community/Parish Magazines and Newsletters

Parish and community magazines are of very variable quality however if you have a good one it's a great way to spread the word. It's essential you know their deadlines and dates of circulation, and the best email to send your event details to. You can ask them to include your event flyer within the design and if they have a what's on section, make sure you are featured in that.

Local Newspapers

There are generally three options for promoting your event in the local press:

1. Advertise: You might not have a budget to pay for advertising, but you could ask if they have free advertising spots for local charities or 'friends of' groups. If they do, you can send them an electronic version of your poster or flyer.
2. Ask them to include the event in their 'what's on' section or 'diary'
3. Send them a press release and ask if they will feature the event. The Churches Conservation Trust have handy press release templates for this. Please email comms@thecct.org.uk and tell the team all about the event you are planning, they will send you the appropriate template and provide extra support if needed. Make sure you leave plenty of time to play with and request a template at least three weeks before the date you would like to send it out.

Local Radio

Another great place to spread the word is local radio, which will often help to support local charities or 'friends of' groups by mentioning upcoming events. You can send your local station the same press release that you send to the newspapers/local magazines (see above).

If you get interest from a local TV station, please get in touch with your CCT contact and the comms team, who will be able to advise you.

Website

If you have a church website, work with the editor to make sure that your event is featured on one of the pages. You can direct people to your website by adding the web address to your posters, flyers and press releases, i.e. 'to find out more head to www.churchwebsite.com'.

If you would like your event to feature on the CCT website, send an email to your CCT contact featuring all of the information required for the listing.

Email

If you have a list of people/members, you may be able to send them event information. However, be aware of GDPR rules. Have people signed up to hear about your event? Are they able to unsubscribe? If people have signed up to receive a parish newsletter, then you can add the event information to the parish newsletter, but you cannot use the mailing list to send just event information to, as they haven't signed up and agreed to that.

Social networks

Facebook, X (formerly Twitter) and Instagram are great tools when promoting an event. We are updating our Social Media policy to make sure you stay safe online.

- You can mention your event regularly, but do not post too often, or you risk losing followers.
- Make sure you have an eye-catching image for the event, and mention the date and time. Give an idea what audience it is meant for – will families enjoy it?
- Monitor comments to your posts, so that you can answer questions that might arise quickly. This also means on the day itself.
- You can tag (type: @ with the name of the page or group you want to include straight after – it should turn into a clickable link) other social media pages to alert them to your post. This can help your post reach an audience that may not be aware of you and your event yet.
- On Instagram, many people use hashtags to indicate search terms that people might find interesting. For instance #free, or #familyevent – you will often see a whole raft of hashtags. Think of what might help people find your event/post.