

Getting your Tell Serve Give event noticed

a step by step guide for deaneries and parishes

Introduction

Now that you have your events planned you will be needing to promote what you are doing. This step by step guide aims to help you work through things you can do and what to think about to get your Tell: Serve: Give event noticed.

This guide covers

- what to think about before the event
- what to think about during the event
- ideas on how to encourage people to continue to connect with your church after your event

If you need further support or advice in promoting your event then contact Stuart Haynes, Director of Communications stuart.haynes@liverpool.anglican.org

Getting your Tell:Serve:Give event noticed

Step One – who is the event aimed at

Everyone has a limited amount of time and energy so we recommend you target the people who are most likely to be interested in what you are doing. You can then think about where you are most likely to find those people in your community.

Some examples

If you are doing a family friendly event then think about the schools, nurseries, parent and toddler groups that are close to you and engage with them.

If you have a sporting event then local sports clubs/gyms/societies may be a good place to target your publicity

If you are doing an older persons event then Age UK, Residential Homes and others may be good places to send publicity.

Things to do

- 1) Be clear who you are trying to attract
- 2) Get a database together of the groups and organisations that you could send information to. *Don't forget to check organisations social media (Twitter and Facebook).* If this information is on their public websites and documents then you won't have an issue with GDPR

Step two – what do you want to say about your event

You will want put some publicity material together. So you need to think about

- What will attract the people you are trying to reach? Do you have something that will capture their imagination? People will often think about what is in it for them before going to something – so you may need to make your offer clear to them.
- A good way to make sure you have included everything is to answer the questions How, Where, What and Why?
- All the details that people will need – people can often forget times and dates and locations.

Step three – produce your material

- If you are producing posters and flyers then use the logos and templates on our website
- Work to make sure they are eye catching
- Make sure you have a plan to distribute the flyers and posters (remember you target people in step one) and people to do this.

Step four – Update A Church Near You, websites and social media

- Put all the details of your event on A Church Near You and make sure you tag it TellServeGive19
- Make sure your website has all the details
- Post the event to any of your social media feeds. If you use Facebook for your church you should create a Facebook event. You can consider paying a small amount of money to boost your post to the people you wish to target. You can also pin a post or tweet to the top of your profile.
- Keep sharing the event on social media. Post it to our diocesan pages or twitter feed and always include the hashtag #TellServeGive You may also want to use #ComeAndSee and #AllWelcome. We will be monitoring those hashtags and will share and retweet
- Encourage others in your church to share and retweet your posts to give them a boost. Again keep using the hashtags.
- Post about your event on local community group sites and pages - particularly thinking about those you have identified in step one
- Email details to Bulletin@liverpool.anglican.org??

Step five – tell your local media

A well written press story has a great chance of being published in your local paper, here are some hints (Find our more at www.liverpool.anglican.org/Press-Release)

- Make sure you put all the details in – include a quote from the event organiser or someone who can add spice to the story.
- Don't forget to invite them to the event - they may not come
- Try to aim to get the details to them by the end of February. Most local newspapers are printed on a Tuesday for that weeks so try to contact them on the Thursday or Friday before you want it to go in.
- If you know a local journalist by name direct to them – if you don't know who to send your story to then communications@liverpool.anglican.org can help
- Put a contact detail on so the journalist can check with you
- Email details and a photo if you have one. The photo works best as an attachment but put the story in the main part of your email.
- Don't be afraid to follow this up.

Step six – encourage your congregations to Bring One Friend

Word of mouth is the most powerful tool so keep talking to your congregations about your event encouraging them to come and to bring a friend with them. The more of your regular folk who are enthusiastically talking about this the more chance others will get excited.

And if we encourage our congregations to bring a friend once we may get them into this habit.

Things to consider during your event

Your publicity doesn't stop when the event starts. There are things you can do to keep telling people. It may not bring them along but it could keep people talking about your church.

- Take plenty of pictures. You will need to be careful about safeguarding and permissions. You could designate an official photographer and let people know they are doing that role on behalf of the church. The simplest approach is to put up signs telling people what you are doing and what you will be using the photos for.
- Keep tweeting and posting on social media – using the hashtag #TellServeGive You may also want to use #ComeAndSee and #AllWelcome.
- Get some reaction from people at the event. You can use this as quotes and comments to keep others interested. This could include video soundbites (and try and grab a word with the bishop at your event).
- Use this to do follow up stories on your website, social media and to the local press. Also send your follow up stories to bulletin@liverpool.anglican.org so we can help publicise the stories.

Encouraging people to keep coming

Our aim is not just to create one event but to encourage people to keep coming to church so remember to use this event to promote different ways for people to keep coming. So:-

- Make sure you have plenty of information about church activities around on posters, flyers etc. Make sure those welcoming and talking to guests know what's going on. You need to think about services, clubs and fellowship groups
- Don't forget that we will have Mothering Sunday, Holy Week, Easter, Pentecost and Thy Kingdom Come to look forward to and offer as things for people to do.
- You can collect information from visitors so that you can keep in contact. You will be GDPR compliant provided you tell people what you are using the information for, give them the ability to opt out and store the data securely. Make sure you have something to follow up the contact with. If you have a regular news email then join people to the mailing list. If you don't then why not set one up?
(for GDPR help go to www.parishresources.org.uk/gdpr/)