



Communication	Date	Audience	Purpose (Goal)
<b>WEBSITE LANDING PAGE</b> (webpage with a clear focus on a single call to action) Example: Register, Fill out a form, download resources, click through to learn more.	<b>LAUNCH</b> <b>6-8 WEEKS</b> <b>IN ADVANCE</b>	Age group range?	What is their problem?
<b>DIGITAL SLIDE ADVERTISEMENT</b> (Digital signage can be a good place to promote upcoming events)	<b>4-6 WEEKS</b> <b>IN ADVANCE</b>	Who are their influencers?  Where do they go?	How can you solve it?  How will you guide them?
<b>LETTER TO AUDIENCE</b> (A letter from a well respected influencers can help persuade the audience to a heightened awareness and consider, more thoughtfully a decision)	<b>6-8 WEEKS</b> <b>IN ADVANCE</b>	What do they read?  What are their preferred communication channels?	What steps do you want them to take?  What would be successful in your mind?
<b>POSTCARD INVITE</b> (Receiving a tangible object in the mailbox can help bring attention to a promotion) Examples: postcard, door knob flyer, a handout, a business card size reminder, etc. • Should an invite be mailed or personally handed out? This would depend on the type of event, what is the best way to reach your audience and/or the logistic of distribution.	<b>4-6 WEEKS</b> <b>IN ADVANCE</b>	What do they do in their free time?  What are their biggest painpoints?	Set goals?  *Pray for godly wisdom.  *Pray for God to guide your planning.
<b>EMAIL</b> (Email is an additional touchpoint for your audience to continue to make them aware of your event) Example of email topics: Introducing an event, Register now, There is still time, Bullet points of event agenda items.	<b>4-6 WEEKS</b> <b>IN ADVANCE</b> <b>ADDITIONAL EMAIL 2 WEEKS OUT</b>	How does this audience feel connected with this group?  How do we characterize this group?	*Pray for God to work.  *Pray for God to multiple.
<b>SOCIAL</b> Digital posting - organic social posts, local free/paid event posting websites, paid social ads FB: Parents/Grandparents: 60% of users are between 25-54 IG: Teens: 61% of users are between 18-34	<b>POSTING AND PAID</b> <b>4-1 WEEKS OUT</b>	How do they characterize themselves?	Proverbs 16:3  Proverbs 21:5  Psalm 143:8
<b>OTHER ADVERTISING OUTLETS</b> Publication Ads - Local newsletter, magazine, newspaper, community papers, poster ad in local business locations	<b>2 MONTHS</b> <b>IN ADVANCE</b> <b>BASED ON PUBLICATION SCHEDULE</b>		