

## 2017 Promotion Guide

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So, you invited The McNeills to your church/event, now what?

It's time to let the community know! Our desire is to partner with local church bodies to spread the love of Christ through song and testimony and to draw the community into local churches. The more people you reach out to, the more people will have the opportunity to hear the Word through song, meet your church and understand what you have to offer to the community. Here is a list of ways that you can help get the word out to the community that your church is having a special event and EVERYONE is welcome. We recommend that you start getting the word out at least six weeks before the event.

1. Put the event on your church calendar.
2. Put the event on your website.
3. Send an e-mail blast out to your church members AT LEAST six weeks before the concert, and then again as it draws closer. Every two weeks is a good rule of thumb, along with the week of the event. People need time to put it on their calendar. Encourage them to share the news with all of their friends in the area. This not only lets your members know that a special event is coming, but it allows members to easily send the information on to others.
4. Send an e-mail to your state association or governing body, so they can help get the word out to local assemblies. They often have an e-mail list of local bodies and are happy to help.
5. Send an e-mail to other local churches so that they can alert their members! We are partnering for Christ, so let's spread the word.
6. Put the information on your church's social media pages on a weekly basis leading up to the event. Facebook and Twitter are great places to get people talking... and sharing... about the event.
7. PROMOTE your page or the post on a biweekly basis, starting AT LEAST six weeks before the event. Make sure to specifically target your city and surrounding areas. You can additionally target specific age groups, the music genre, your denomination as well as other denominations in your area, etc. Make it specific to reach the most people that actually might be able to attend.
8. Contact your local Chamber of Commerce to get the event put on their calendar.
9. Contact your local radio station(s). See if they offer low or not cost advertising to non-profit organizations.
10. Take out an ad in your local paper. Many newspapers will allow non-profit organizations to advertise for free.
11. Posters! Download our 8.5x11 and 11x14 posters from our website at: <http://mcneillmusic.com/index.php/press-kit>. These can be printed and displayed in your church and local community. If budget allows, have them printed at Walmart, Walgreens, etc. photo center. Many local businesses are happy to allow you to display posters about upcoming events. Ask willing church members to help you get the word out!
12. We have pictures and a group bio on our Press page. Download and use these items to spread the word about who we are! This is great information to give to local newspapers and radio stations. <http://mcneillmusic.com/index.php/press-kit>. Please use the following information to access the pictures. This information is provided for churches that have book The McNeills. Username: TheMcNeills. Password: pressphotos.

Let's work together to make this a great community event! Keep us posted regarding your promotional efforts. We are excited about the opportunity to partner with you!