HOW TO: PLAN AND PROMOTE EVENTS

A successful church event can help you:

Increase church attendance: Involving the community in fun and meaningful ways is a great incentive to engage with the church.

Encourage new members to join: A lively and active church is where you would most be inclined to attend.

Boost your donations: Church events are a great platform to boost donations by setting up donation kiosks, encouraging giving, promoting fundraisers, etc.

Market your church: It's an excellent opportunity to market your church.

Essential details to cover: risk assessments, insurance and first aid.

Publicity checklist for churches

Your church website

Create a separate landing page on your website or redesign your homepage to reflect details of your event. Visitors to your website will be automatically informed about the event. Add an option online registration and you will have a list of attendees in no time. Recommended free online ticket companies include Ticket Source

Your church social media accounts

Create the perfect Facebook event or share event posters on Instagram. Social media is a great way to reach a large audience.

Your church newsletter

Mailchimp is one of the free industry leading platforms for e-newsletters.

Posters

Print out posters and flyers to display in churches and local venues/community groups (with permission).

Emails and WhatsApp/Texts

Share your event invite through emails, WhatsApp and text messages to your church contacts who have given permission for you to have their details.

Top Tip: Add event details to your email signature

Top Tip: Talk about your event when you're out and about and invite people personally.

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Publicity Top Tip: Focus on your local community and its connections

Local councils

Your council could have thousands of followers on social media and one post about your event would have a huge local reach. You can contact the communications department and tell them why your event is good for the area/region.

Local media

Along with contacting local papers and radio (and TV if a great visual story), you can also upload listings to local websites and contact online news outlets.

Mersey Synod staff

We are here to support and spread the word about your events so please contact us via communications@urcmerseysyond.org.uk

People and places to contact could also include schools and colleges, other churches, libraries and local branches of national organisations.

Provide an event toolkit for those people and places:
A simple paragraph explaining the event details that people can copy and paste to their emails, website and newsletters and posters that can be shared online and printed out. Canva is a great tool and it's free.

Event Messaging

Always include the Who, What, When Where, Why and How.

- The address and postcode of the church/venue (or directions and/or a link to Google Maps)

- Start and finish times

- Price, parking and dress code

- If there is a particular building, room, or door to use for the event

- Who will be leading the event and some details about the person.

- Who to contact, or where to go to find out more details

Be accessible so everyone can receive your message. Avoid acronyms, abbreviations and titles without explanation (What is Messy Church? Café Church? Parade Sunday? Sunday Club?) Think things through from your audiences' perspective, and don't assume the little details are general knowledge.

All URC guides including social media and website support are at: https://www.urcmerseysynod.org.uk/how-to-guides