

Trinity of Fairview

PROMOTE EVENT PROCEDURES

Need to get the word out about an upcoming church event? This is the place for you! The promote event form is the single most important and essential step in making sure your event is promoted with utmost efficiency. It is important that you take into consideration the following rules and guidelines before completing this form:

- Emails, phone calls, texts, word-of-mouth “messages”, and the like run the risk of being lost or forgotten; or they simply may not contain all of the information needed to promote an event. **As such, we cannot guarantee your event will be promoted if you request event promotion using any method outside of the promote event form.**

Please use this form or our identical form at www.TrinityofFairview.com any time you need to promote or update an event.

- **Advance notice is crucial.** Time (weeks, not days or hours) is needed in order to effectively communicate your event across the church body.

For any event being promoted through the church website and/or TV monitor announcements and/or requiring online registration, 6–8 weeks minimum is essential. For smaller events, 4 weeks' notice is acceptable. NEWSLETTER PROMOTION ONLY: Tuesday at 5:00 p.m. before the newsletter runs on Wednesday.

Please understand, there are a great number of ministries that request event promotion regularly. It takes time to prepare this information for various promotional avenues, and sufficient lead-time is absolutely necessary in order to do so. **Therefore, we ask that you please respect the given time frames for advance notice (and thereby those creating and promoting your event) to the best of your ability.** This guideline is beneficial not only for us but also for *you*, as you are allowing more time for people to see, plan, and prepare for your event.

Any last-minute requests and/or event forms received outside of these suggested time frames cannot be guaranteed to run in whatever capacity requested.

- Whatever information you provide is the information that will run. Therefore, it is vital that you complete the promote event form **in its entirety**. Make sure to provide ALL relevant information. This includes but is not limited to: times, dates, costs, deadlines, links to relevant off-site registration forms or websites that are sponsoring your event (if needed), times etc. We cannot research this information for you.

At present, online registration is only available for large-scale events (trips, conferences, church-wide happenings, etc.) and/or when requested by a senior staff minister or director.

We will try to accommodate promotional requests outside of these stipulations if possible, but following these guidelines is the best way to guarantee your event reaches the eyes and ears of those you want to hear about it.

Please remember, there are many ministries and many events happening throughout the church body. As such, we need to allow everyone time to have their event promoted. Length of promotion is at the sole discretion of the executive assistant.

Please be advised that we only promote ministries of the church in the weekly newsletter, on the website, through TV announcements, via social media, and the like. In some instances, ministries and personal events outside of Trinity can be promoted through small groups. We greatly appreciate your understanding in this matter.

Have further questions about the promotion process? Email ashleesluder@trinityoffairview.org or view our full promotional procedures guide in office 204.

Trinity of Fairview

PROMOTE EVENT FORM

Please read the procedures for submission on the back of the page before completing this form.

Name _____

Email _____

Event Name _____

Event Date(s) (mm/dd/yyyy) _____

Event Time _____

Event Location _____

Event Cost (if applicable) _____

Event Description *(Tell us more about your event. Be thorough! Please include all relevant details so that we have the most information possible to work with. What's happening at your event? Will there be food? Guest speakers or artists? Activities? Where can people sign up? Who can people contact with questions? etc.)*

Online Registration Needed? (SENIOR STAFF MEMBERS ONLY)

If yes, please list every field required for registration (Name, Cell, etc.) along with any special request (i.e. uploading a release form).

Where would you like the event promoted?

Church Newsletter Church Website TV Monitor Announcements

Please attach any other pertinent flyers, information, relevant websites to obtain more information, links to registration pages off-site (where applicable), etc.

(Note: The key leader or the senior staff minister or director over your ministry is responsible for creation of all physical promotional materials needed to promote your event. Sign-up sheets, flyers, etc.)

Turn in completed forms to the office of the executive assistant (204). You may also leave completed forms in the door pocket of 204 or with the office assistant in the front church office (200).