

3 Month Promotion Checklist

- Have I completed a SBOM Facility Request Form if my event is in the building? (long overdue and required before the remaining checklist elements can be considered)
- Is my event on the calendar? (alsbom.org/events)
- Is my event listed on additional webpages, if applicable, such as a list of upcoming events under my specific office's website?
- Is my event graphic posted/complete?
- Is my event clearly branded as a State Board of Missions event?
 - If you need a logo or a reminder of branding guidelines, visit the public drive for the ALSBOM Logos folder.
- Does my registration form collect all the information I need for my event?
- Have I notified Communications of my desire to record, take photos or livestream my event?
- Have I completed the Graphics Request form AND Addressing Master Request form if a a mailer/brochure/other printed advertisement is to be sent in the mail?
- Have I enlisted 'influencers' (such as Associational Missionaries, previous attendees, core group, etc.) to help share/promote my event?