PRINCIPLES FOR EFFECTIVE PROMOTION







SBOM Events

What does it mean to be an event/ministry we promote

Calendaring

How do you do it and what does it do





Promotion

How to get the word out



1

Defining an SBOM Event

- The SBOM sponsors, enables or endorses the event
- The event has clear connections with the SBOM
 - SBOM logo is prevalent
 - Clear language ties the event to the SBOM
 - "I didn't know you did that."
 - Branding guidelines available
 - !! SBOM Logos



How does it work?

- alsbom.org/forms Event Submission Form
 - Answer each question
 - Give detail to the description and event information
 - Set up registration (Shocco note)
 - Amy sends email copy



2

How does it work?

- Facilities Calendar
- alsbom.org/forms Facility Request
 - Reserve event space in office facility
 - Note: After-hours events require
 Executive Office approval



How does it work?

- A/V versus Graphics
- Graphics Request Form
 - Banners, logos, posters, mailers, etc.
 - Same location as Events Calendar Form



FORM WALKTHROUGH

Communications
Event Submission
Graphics Request
Blog/Website Edit Form

Facility Services

SBOM Facility Request Form Print Services
Supplies
Jobs

& Shocco

2

What does it do?

- Allows for Executive Office approval
- Highlights potential calendar conflicts
- Activates promotion schedule
 - Social media
 - Monthly Email + Website -
 - Event Pre-roll
 - TAB Columns





3-MONTH EVENT CHECKLIST



PRINCIPLES FOR EFFECTIVE PROMOTION

OFFICE OF COMMUNICATIONS & TECHNOLOGY SERVICES

Updated 07/22/24



3 Month Promotion Checklist

- Have I completed a SBOM Facility Request Form (if my event is in the building)?
 - At this point, this is 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 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?

2

Why is this general promotion not enough?

- Broad audience
- Secondary voice
- Too much to share
- Not as effective as targeted, tailored messages

So what can you do?





Be an active promoter of your own event/ministry

- Define your audience
- Build a following of that audience
 - Engage associational missions strategists
- Network / events



Be an active promoter of your own event/ministry

- Define your audience
 - Who benefits most from your event/ministry?
- Sell out to appealing to the majority audience
 - Ex. Hoka



Be an active promoter of your own event/ministry

- Building an audience
 - Engage Associational Missions Strategists
 - Email
 - Social media
 - Mailers
 - Word of mouth



Email

- What can I do to regularly engage my audience?
 - MailChimp
 - Initial audience build
 - Grow over time
 - Use for events, sharing ideas, connections
 - Example Ministry Moments



Social Media

- Personal accounts / incorporate personalities
- Help create interesting content
 - Event/Ministry personality videos
 - Special campaigns



Mailers

- Follow-up request on Graphics Request Form
- Submit Addressing Request Master Form (Print Services)
- Get approval from Executive Office
- Work with Communications or third party on art/copy
 - Comm proof, if third party used
- Schedule for mailing



Word of Mouth

- Culmination of audience building
- Most influential and powerful option
- Personalities included
- Requires most work
- Networking
 - Handout promoting your office
 - Event displays intentional presence

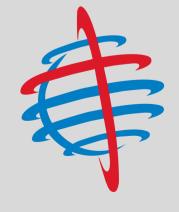


Key Takeaways

- 1. Carefully consider the elements of your event.
- 2. Help us help you by thoughtfully completing our forms.
- 3. Promotion of your ministry and events is all year long and is heavily influenced by the relationships **you** build.
- 4. Creatively think through event elements and promotion elements.



STORYTELLING



PRINCIPLES FOR EFFECTIVE PROMOTION

