

# PRINCIPLES FOR EFFECTIVE PROMOTION



Alabama Baptist  
STATE BOARD OF MISSIONS

2024 Edition

1

## **SBOM Events**

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

3

## **Promotion**

How to get the word out

2

## **Calendaring**

How do you do it and what does it do



# Defining an SBOM Event

1

- 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



# Calendaring

2

## How does it work?

- [alsbom.org/forms](https://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



# Calendaring

2

## How does it work?

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



# Calendaring

2

## How does it work?

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





# **FORM WALKTHROUGH**

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## **Communications**

**Event Submission**

**Graphics Request**

**Blog/Website Edit Form**

## **Facility Services**

**SBOM Facility**

**Request Form**

## **Print Services**

**Supplies**

**Jobs**

**& Shocco**

# Calendaring

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



**DOGWOOD**  
Media Solutions





# **3-MONTH EVENT CHECKLIST**

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# 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](https://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?

# Calendaring

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?



# Promotion

3

## Be an active promoter of your own event/ministry

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



# Promotion

3

## 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



# Promotion

3

## Be an active promoter of your own event/ministry

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



# Promotion

3

## 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



# Promotion

3

## Social Media

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





# Promotion

3

## 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



# Promotion

3

## 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

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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**

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