

## Zion Missionary Baptist Church Event Promotion Checklist

Thank you for planning your event at Zion Missionary Baptist Church. Our vision is for this checklist to be a resource that will make promoting your event as painless as possible. Please note the items that are highlighted in yellow. These highlighted areas are mission-critical steps that will cause other areas to falter if they are not completed in a timely way. This checklist is meant as a guideline may need to be adapted for your particular event.

### 6 months before event

Work with web team to design web and media presentation materials including web presentation, announcement and VBBS announcement

- Work with media team and web team to identify media outlets for advertising
  - [webteam@zionmbc.org](mailto:webteam@zionmbc.org)
  - [press@zionmbc.org](mailto:press@zionmbc.org)
- Work with Public Relations Ministry to design event flyers, brochures, and posters
  - [publicrelations@zionmbc.org](mailto:publicrelations@zionmbc.org)

### 3 months before event

- Post and distribute flyers, brochures, and posters to organizations, churches, etc.
  - [churchoffice@zionmbc.org](mailto:churchoffice@zionmbc.org)
  - [publicrelations@zionmbc.org](mailto:publicrelations@zionmbc.org)
- Run event information in church announcements**
  - [churchoffice@zionmbc.org](mailto:churchoffice@zionmbc.org)
- Run event information in Lamplight
  - [publicrelations@zionmbc.org](mailto:publicrelations@zionmbc.org)
- Contact web team for website and visual bulletin board posting**
  - [webteam@zionmbc.org](mailto:webteam@zionmbc.org)
- Contact web team for EventBrite posting (if registration needed for event)**
  - [webteam@zionmbc.org](mailto:webteam@zionmbc.org)
- Recruit photographer
- Draft program
  - [publicrelations@zionmbc.org](mailto:publicrelations@zionmbc.org)

### 1 month before event

- Run event information in church announcements**
- Pulpit announcement
  - [churchoffice@zionmbc.org](mailto:churchoffice@zionmbc.org)
- Request table for foyer if needed
  - [churchoffice@zionmbc.org](mailto:churchoffice@zionmbc.org)
- Complete press releases**
  - [publicrelations@zionmbc.org](mailto:publicrelations@zionmbc.org)
- Confirm photographer
- Finalize & print program
  - [publicrelations@zionmbc.org](mailto:publicrelations@zionmbc.org)