



## *Getting the Word Out*

### **How to Promote Your Knox Event or Program**

It's never fun to throw a party and have no one show up. You have worked hard planning and organizing your Knox event or program, so how do you promote it to generate attendance? The key to success is concise, targeted communication.

Assuming you have already formed an event committee, defined the objectives for your event, selected a date that does not conflict with other major activities, reserved the appropriate event space, forecasted anticipated expenses/revenues and determined any participant event fees, you are now ready for the next step: Event Promotion.

The first step in event promotion is to determine your target audience. There are a variety of free or low-cost ways to reach both the internal Knox audience as well as the community at large. If you have any questions regarding promoting your event, the tactics below, vendors used by Knox or would like guidance on previous Knox event promotion best practices, please contact Deb Roberts [droboterts@knoxpres.org](mailto:droboterts@knoxpres.org) or Bev Mayer at [bmayer@knoxpres.org](mailto:bmayer@knoxpres.org). The attached Knox Brand Identity Standards Guide is a valuable resource for how to use the Knox logo in your promotional materials.



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### Internal Audience (Knox member and visitors)

Knox has several established ways to promote your event to the congregation and others who are on the campus on Sunday and throughout the week. Following is an overview of each including any deadlines:

Tactic	Cost	Deadline	Misc.
Knox Monthly Newsletter	Free	See attached Submission Date Calendar for monthly deadline	Submit to Maggie Nelson at <a href="mailto:mnelson@knoxpres.org">mnelson@knoxpres.org</a> or June Hershey at <a href="mailto:jhershey@knoxpres.org">jhershey@knoxpres.org</a>
Knox Weekly Sunday Bulletin	Free	By 4:30 p.m. on Mondays	Submit to Linda Pekala <a href="mailto:lpekala@knoxpres.org">lpekala@knoxpres.org</a> and Beth Ryser <a href="mailto:bryser@knoxpres.org">bryser@knoxpres.org</a>
Website	Free	One week prior to when the information needs to go live	Submit to June Hershey, Office Coordinator at <a href="mailto:jhershey@knoxpres.org">jhershey@knoxpres.org</a>
Knox Hallway & Narthex Screens	Free	One week prior to when the information needs to go live	Submit to June Hershey, Office Coordinator at <a href="mailto:jhershey@knoxpres.org">jhershey@knoxpres.org</a>
Direct mail postcard	Production costs are approximately \$915 for 4-color 8-1/2 x 5-1/2 postcard mailing to 3,000 households around the church property. Postage will vary based on method of shipment – e.g. bulk mail for a mailing this size is approx. \$400.00 1-color mailings are typically done in-house.	Allow three weeks for production (Knox staff can design postcard & 4-color printing is done by area vendor.)	Contact Deb Roberts at <a href="mailto:drobotts@knoxpres.org">drobotts@knoxpres.org</a> or Bev Mayer at <a href="mailto:bmayer@knoxpres.org">bmayer@knoxpres.org</a> .

**Internal Audience** (Knox member and visitors) *continued*

Tactic	Cost	Deadline	Misc.
Promotional brochure	1-color & 2-color tri-fold brochures are produced in-house. For 4-color, quotes can be obtained by contacting Knox Communications Coordinator.	Allow 1-2 weeks for in-house production, 3 weeks for 4-color printing by vendor.	Contact Deb Roberts at <a href="mailto:droboters@knoxpres.org">droboters@knoxpres.org</a> or Bev Mayer at <a href="mailto:bmayer@knoxpres.org">bmayer@knoxpres.org</a> .
Posters	4-color 12" x 18" poster @ \$1.50 each. 1-color or 2-color posters up to 11" x 17" can be produced in-house	Allow 1 week for in-house production, 2 weeks for production by vendor.	Contact Deb Roberts at <a href="mailto:droboters@knoxpres.org">droboters@knoxpres.org</a> or Bev Mayer at <a href="mailto:bmayer@knoxpres.org">bmayer@knoxpres.org</a> .
Sign up Table in the Knox Commons	Free	One week notice prior to the Sunday you want to do sign ups in order to secure space.	Contact Bev Mayer at <a href="mailto:bmayer@knoxpres.org">bmayer@knoxpres.org</a> .
Knox Sunday Coffee Hour	Free	Two weeks in advance of date you wish to host.	The Knox Sunday Coffee Hour generates a lot of traffic each week and offers a great way to promote your event and solicit sign ups. You can place promotional items in/around the Coffee Bar and Donut table as well as a written message on the "Your Coffee Hour Host" hanging sign. Contact <a href="mailto:betty@barcheski.com">betty@barcheski.com</a> to get on the Coffee Hour Hosting schedule.
Minute for Mission – Worship announcement	Free	Submit request at least 2 weeks prior to the Sunday you request.	Submit request to Deb Roberts at <a href="mailto:droboters@knoxpres.org">droboters@knoxpres.org</a> or Bev Mayer at <a href="mailto:bmayer@knoxpres.org">bmayer@knoxpres.org</a> .

**\*\*All above costs are estimates based on pricing at the time of the development of this document.**

**External Audience** (other church congregations, community organizations, neighborhoods and the community at large)

Tactic	Cost	Deadline	Misc.
Editorial coverage in local media outlets – i.e. Calendar of Events and Religious Calendar in Naperville Sun, Daily Herald, Fox Valley Villages Sun; TribLocal, etc.	Free	Deadlines vary by publication, however four to six weeks in advance is standard for weekly print publications. Monthly publications have longer lead times of about three months in advance of publication date.	A press release with details on the event is sent to local media print and online publications.  Submit to Deb Roberts at <a href="mailto:drobotts@knoxpres.org">drobotts@knoxpres.org</a> or Bev Mayer at <a href="mailto:bmayer@knoxpres.org">bmayer@knoxpres.org</a> .
Knox Website	Free	Two weeks prior to when the information needs to go live.	Submit to June Hershey, Office Coordinator at <a href="mailto:jhershey@knoxpres.org">jhershey@knoxpres.org</a> .
Newspaper advertisement	Costs vary by publication and size of ad. For example, a ¼-page black/white ad in the Naperville Sun is \$225.	Varies by publication, but is usually a couple of days to one week prior to publication date	Submit to Deb Roberts at <a href="mailto:drobotts@knoxpres.org">drobotts@knoxpres.org</a> or Bev Mayer at <a href="mailto:bmayer@knoxpres.org">bmayer@knoxpres.org</a> .
Exterior sign of the church <b>(Community events only)</b>	Free	One week prior to event.	Submit to June Hershey, Office Coordinator at <a href="mailto:jhershey@knoxpres.org">jhershey@knoxpres.org</a> .
Promotional flyer to other churches and community organizations	4-color 12" x 18" poster @ \$1.50 each. 1-color or 2-color posters up to 11" x 17" can be produced in-house.	Allow two+ weeks for production.	Submit to Deb Roberts at <a href="mailto:drobotts@knoxpres.org">drobotts@knoxpres.org</a> or Bev Mayer at <a href="mailto:bmayer@knoxpres.org">bmayer@knoxpres.org</a> .
Neighborhood newsletter advertisement	Cost varies by neighborhood (based on # of homes in the neighborhood) and ad size with prices ranging from \$90-\$275 for a full-page ad to \$35-\$135 for a ¼-page ad.	Deadline is the 15 <sup>th</sup> of the month for the next month's publication.	Submit to Deb Roberts at <a href="mailto:drobotts@knoxpres.org">drobotts@knoxpres.org</a> or Bev Mayer at <a href="mailto:bmayer@knoxpres.org">bmayer@knoxpres.org</a> .

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## 16-Week Event Planner Checklist

- ✓ **Four Months Out:**
  - Establish event/program date and ensure date does not conflict with any other major activities
  - Reserve appropriate event space
  - Develop committee and assign tasks/responsibilities
  - Determine promotional budget
  
- ✓ **Three Months Out:**
  - Develop layout of event area and determine any A/V needs
  - Develop promotional plan and schedule of deadlines
  - Develop registration form/procedures and payment processing if relevant
  - Does the event require a ticket? If so, what is the procedure for ticket distribution?
  
- ✓ **Two Months Out:**
  - Begin implementing promotional tactics
  - Submit information to local media for editorial consideration (approximately six weeks out)
  - Schedule photographer if relevant (Knox has several talented volunteer photographers)
  
- ✓ **One Month Out:**
  - Continue implementation of promotional tactics
  
- ✓ **Three Weeks Out:**
  - Review status of promotional efforts and tweak as necessary based on response to date
  
- ✓ **One Week Out:**
  - Conduct final committee meeting to review any last-minute details as well as confirm roles/responsibilities for event day
  
- ✓ **Post Event:**
  - Compile post-event recap including what worked, what didn't, what should be considered for similar events in the future
    - This is a critical step to help next year's incoming leadership team