

# 4 HIS LOVE

**PREPARATION / PROMOTION:** As you commit to having **4 His Love** appear at your local event, the two most vitally important things that you can do are **prepare** and **promote**. As a pastor or sponsor, **prepare yourself** by praying for the group, our travel safety and the presence of God in the service. Visit our website or communicate with one of the members of the group so you can get to know our hearts and our desire to minister to the people who will be coming. Pastors, **prepare your congregation** by sharing the bulletin insert so they know about **4 His Love** and our ministry. Help them catch the vision of using this "special event" as an opportunity to invite friends and family who might not care for "church" but who love music. We promise, they will hear the gospel message if they come! **Prepare the community** by **promoting the event** in every way possible. You can download posters, pictures and a press release for local newspapers and print media, and a bulletin insert master for your church. (If you have any problems using the digital resources from the website, please let us know and we will send what you need.) Use the press release in this packet for local radio, TV, and newspapers; these outlets are required by law to promote events like these for free throughout the year, and will welcome your sending materials for them to use. We encourage pastors/sponsors to put up these posters in your church and community high-traffic areas – grocery stores, banks, post office, etc. - placing ads in the local newspaper, and using community-access television channel advertising (where available). To be most effective, the posters should be hung one month prior to your event. The ad/article in the newspaper and television should be run two weeks prior to appearance and repeated two days prior to appearance. (If your newspaper or radio people would like a personal interview, let us know who the contact person is and we will be happy to contact them by phone for a personalized story!) If you decide to include paid advertising, be sure to get optimum coverage for your money. All of this, in addition to word-of-mouth invitations – the very BEST advertising - will help increase the attendance at your event.

If this will be an evening event, we would appreciate your promoting it as a **community concert**, with your church/organization as host. Invite other local churches to attend and give them posters too. Be creative: handout bookmarks with the event information on them; give away "free" tickets; arrange door-to-door canvassing for smaller communities or neighborhoods. Share your best promotional ideas with us so we can share them with others! Your organization and event will benefit greatly from this type of publicity and increase the opportunity for unsaved folks to be in attendance.

**Remember: You can never over-advertise, but don't try to do this alone!** Involve church members, the teen group, or others to help "get the word out." This will allow the Lord to work through the ministry of **4 His Love** more effectively, planting seeds that, by His grace, will bear fruit as souls for the Kingdom of Christ!

His servants, and yours,

**4 His Love**