Event publicity

You need to tell people about it enough times they'll remember it. Make it clear how they are to sign up.

You need to tell people something at least 6 different times and ways. Always make it clear how the event will benefit them/why should they come and how they can sign up (if needed).

Some ideas:

Analog
- church newsletter
- big bold banner in/on building
- yard signs
- local newspaper article in some cases
- bulletin insert
- mailings, postcards, doorhangers
- worship announcement (only use for things applying to at least 50% of congregation)
- bathroom stall posters
- flyers in church, local coffee shops, etc.
- bookmarks
- other:

Online:
- Digital display on monitor in high traffic area of church—coffee hours etc.
- email to membership and friends (Constant Contact, MailChimp)
- post on your website and your event calendar
- make a Facebook event and have it shared widely (sharing FB Events from *your* page is how the diocese will publicize parish events)
- Post on NextDoor in your neighborhood
- Use MeetUp for ongoing special interest groups (eg craft group, mom's group etc. if you're open to non-church folks)
- Event software such as Eventbrite, Evite
- Text messages as part of a group messaging app
- Other:
  Pro-tip: Use Canva to design online flyers, social media posts and ads. Free for non-profits.

Get them to sign up, with a way of contacting them after they've signed up.
- o Clipboard/sign-up sheet/paper tickets. (Hard to coordinate. Gets lost, people forget if they signed up, multiple clipboards/lists need to be integrated)
- o Eventbrite (free for free events) Similar: TicketTailor, Evite. Online methods allow you to email attendees, print custom name badges, check in attendees, track payments, etc. One place to point people to and one place for organizers to see up to date information. Put link on all your publicity.
- o Form on your website—there are forms widgets for WordPress and other website systems.
- o WuFoo or Survey Monkey forms

Get them to pay you if there's a fee.
- o Eventbrite and similar charge around $2.50 plus a % of the cost plus the 3% credit card fee per ticket, but allow attendees to cover the fees. So they're not great for relatively inexpensive events but can be useful for more expensive ones.
- o Square Reader + ipad or phone 2.75% for in-person credit card payments at the door. 3.5% + $0.15 to key in w/o card. Basic swipe reader is free, chip or contactless cost $40-50 each.