

WHY PROMOTE?

An event can only be as successful as the promotion efforts ahead of time. That's not to say that Downing Ministries measures the success of an event by the number of people in attendance because we don't, but it is a logical cause and effect relationship. You schedule Downing Ministries. We provide promotion materials and ideas with the reasonable expectation that you want to draw as many people as possible.

Imagine you arrive at a venue early, set up, and are in place to greet attendees as they arrive. Now, imagine 4 of every 5 people greet you by saying, "We didn't know we were having a special guest today." How disheartening! Especially so if the event has been booked for several months. Sadly, this is a weekly norm for just about every ministry on the road.

Ministries aren't unreasonable in their expectations. We're not looking for Elvis level crowds, but without promotion efforts, even Elvis would have had far fewer sobbing, swooning people singing along. People have to know something is happening, and they have to sense that it's exciting. This is the number one reason for promotion. It helps build this sense of excitement. And to be sure, if the lead promoter isn't excited, no one else will be either.

If you are a pastor, obviously ministries understand that your time is bound by many constraints, even more-so if you are bi-vocational. For this reason, Downing Ministries highly recommends finding someone in your church or planning committee who genuinely loves people, has a knack for striking up conversation, and doesn't mind asking questions if they aren't sure about something. People with these qualities are ideal for heading promotion efforts.

Christian self-help author, Florence Littauer wrote a book titled, "It Takes So Little to Be Above Average." Originally published in 1983, the truth of the title is exponentially greater today! With very little effort and very little investment, your promotion plan can far exceed the typical.

On the following pages, you will find several promotion ideas. Many seem common sensical, but if you employ only three of the items listed, you'll already be doing more than 85% of other events or churches that schedule outside ministries. Yes, you read that right. On average, only 15% of events bother to promote. Why else would Downing Ministries devote this many pages to the subject?

For most events, about a month ahead is the ideal time to begin heavy promotion although some will reap greater benefit from a longer period of concentrated effort. If you have questions about the best time and in what order to begin, it will be our pleasure to help you put together a timeline for promotion. Contact the Downing Ministries office for more information.