

THE WANDA MOUNTAIN Boys

www.WandaMountainBoys.com

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PROMOTIONAL HELPS

Below are some suggestions which may help you in preparing for a successful Wanda Mountain Boys service in your church or community.

1. WORD OF MOUTH – Begin announcing your service with the Wanda Mountain Boys now! The most effective invitation is by word of mouth. Tell people to mark this on their calendars and to invite friends, relatives and co-workers. If your people are enthused, they will bring friends to a special service.
2. CHURCH BULLETIN – Beginning several weeks prior to the service, have the event regularly featured in your weekly bulletin, giving the service increasing space as the date draws near.
3. NEWSPAPER – The newspapers are one of the best free advertisements available. Editors usually welcome news releases and feature stories about coming events. Use this media to your best advantage by contacting both larger newspapers and community newspapers. **Be sure to give the newspaper plenty of advance notice.**
4. POSTERS - Place the posters in as many places as you can, several weeks prior to the event. Always be sure the date, time, and location are on all the posters. Obtain permission to put up posters at each location and *always remove them after the event*. Feel free to contact us for more posters if needed.
5. CHURCH MARQUEE – If your church has a marquee, utilize it! Usually, two to three weeks before the program is the best time to begin using this type of advertising. You may also want to check out using marquees of local businesses, as well.
6. RADIO & TELEVISION – Send a request for a PUBLIC SERVICE ANNOUNCEMENT to ALL radio and television stations in your area three weeks in advance of the service. They will usually be happy to announce the service/program free of charge. Provide the station with a complimentary tape/C.D. It may be possible to do an on-air interview during the week prior to the service. (CONTACT US IF YOU NEED HELP).

It is important to use every opportunity available to invite people of your community to participate in this service. If we can provide any additional assistance or materials, please contact us.