



OUTREACH EVENT *Publicity & Promotion Checklist*

The following check-list includes suggested action steps and resources that will help to insure that you have a successful event.

- Download and read the **Outreach Event Planning Guide** [HERE](#). This free e-book includes many effective tools and strategies to maximize the effectiveness of your event.
- Establish an Event Leadership Team and distribute Event Guide chapters to the appropriate coordinators. When you take a team approach to coordinating Prayer, Promotion, Publicity, Tickets, Physical Arrangements, and Follow-up to your event, you are far more likely to experience an outreach event that truly impacts your community.
- Contact Toby's graphic designer, **Bryan Malley**, at (763) 300-3283 or bryan@malleynorman.com and order design elements for posters, handbills, newspaper ads, etc. A list of available resources is available [HERE](#).
- Print the following minimums of posters and handbills for distribution:
 - Print at least 50% of your seating capacity in posters. If your auditorium seats 500 – then print and distribute at least 250 posters.
 - Print at least 5 times your seating capacity in handbills. If your auditorium seats 500 – then print and distribute at least 2,500 handbills.
- Distribute posters and handbills through the mobilization of local contacts. Posters should be placed in every place of employment and recreation within your community and surrounding communities. Handbills should be used primarily as personal invitation pieces, as well as distributed through mailings, bulletin inserts, retail bag stuffers, etc.
- Launch the **PRAYER CHALLENGE CAMPAIGN**. This is the single most important strategy toward hosting a successful outreach event! You'll find the details for this campaign in the FREE e-book at [HERE](#).
- Toby is available for radio interviews and to do phone conference meetings with your Event Leadership Team. To coordinate an interview or phone meeting contact Toby directly at toby@tobytravis.com.
- Secure a professional Event Publicists. Many of Toby's previous event hosts have utilized **Sterling Cross Communications Group** (<http://www.sterlingcrossgroup.com>). Contact Mary Lower at mary@sterlingcrossgroup.com or call (612) 227-4863 and request a custom quote for your event promotion needs. A professional Event Publicists can help you secure local media coverage and exposure.

