

Back to Church Marketing Tips:

1. Plan Early

- Before you write a single word of advertising copy, create a profile of the typical person/people you are trying to reach with the event. Ask yourself: *Where do they live? What do they do? How old are they? Do they have kids? What is their likely experience of church and church people? What do they like to do for fun?* This is your “target audience.
- Look for media enthusiasts in your church who could help market your event. Include people with a flair for an audience with good speaking skills.

2. Publicize

- Give every ad a strong headline that captures the interest of your target audience.
- People who don't currently attend church often don't think church can do much for them—they might be spiritually skeptical, but more than likely, they just have no idea what church is all about. Collect real-life testimonials from people in your church on the benefits of attending church. Use them in your advertising to lend credibility.
- Use a pastor invitation and call the reader to action.
- Communicate through as many channels as possible—i.e. denomination magazines, Facebook, blogs and websites.
- Use your ministry web site in conjunction with your direct-mail efforts. For the formerly churched, the Internet represents a very non-threatening way to "check you out".
- Make it easy for people to find you. Consider using Yellow Pages ads, signage, other websites, free advertising sources, paid advertising sources, etc.

3. Timing Media

- Issue your press releases, banners, mailings and invitations to Back to Church Sunday beginning two to three weeks before your event date.
- Invite the local media to attend and cover the event.
- Collect information on who attends your Back to Church Sunday event. Use this information in an after-the-fact media release to maintain momentum from this great campaign.

4. In-Reach: Be Imaginative

- See the Resource section and the Download section at www.backtochurch.com for ideas on how to foster enthusiasm and support for your campaign.
- Use multimedia before/during/after services to excite church attendees as the event approaches.
- Ask people to share their testimony in the weeks before the event, especially those whose lives changed as a result of an invitation to your church.
- Use branded bulletin shells to introduce and gain momentum for the Back to Church Campaign.

5. Outreach

- See the Resource section and the Download section on www.backtochurch.com for ideas on how to invite the community to your church service.
- Use banners, ImpactCards, InviteCards, and DoorHangers to get the message out to the community. Make sure to use multiple impressions; people always need to see the message more than once!
- Provide church members with branded InviteCards to use when inviting their friends to Back to Church Sunday.

- Pass out the *ReThink Church* booklet to empower members of your church to be inviters.

6. Variety

- Plan to participate with another church.

7. Need a Little Help?

- A press toolkit is provided at www.backtochurch.com for churches to use as a template. The toolkit includes a media fact sheet, marketing quotes and statistics, and a press release template.