

MARKETING PLAN AND SCHEDULE

5 Months Before Event

- Form a Management Committee, selected by the church board, to organize and oversee the Messiah's Mansion (MM) project.

- Appoint the following positions on this committee:
 - › General Marketing Coordinator
 - › Information Gathering coordinator (and volunteer team)
 - › Communication coordinator (and volunteer team)
 - Phone, mail, web and social media teams
 - Printed promotional material
 - › Event/On Location coordinator
 - › Bible Study Follow-up Coordinator

- Assign Church Prayer Team to Messiah's Mansion Prayer Project
 - › Invite team and congregation to pray for this event's success
 - Prayer Meeting
 - Sabbath School classes
 - Church service

- Section city map to use for prayer walking

4 Months Before Event

- Create Your Church's Website for Messiah's Mansion for Local Area (www.MessiahSupport.com)
 - › Our volunteers are happy to customize a website from customizable templates. Go to MessiahSupport.com to fill in the request form.
 - You may also provide information to the this MM Website Team by e-mail: davids@centerforonlineevangelism.org.
 - › Choose a domain name for your local Messiah's Mansion Website
 - Churches have used URLs such as www.portlandsanctuary.com, www.southcharlottesanctuary.com, etc.

INFORMATION GATHERING TEAM:

- Gather mailing addresses, email addresses and phone numbers for local media: radio stations, TV stations, and newspapers.
- Gather the same contact information for community churches within a 30-50 mile radius (helpful sites can be yp.com and churchange.com).
- Gather the same contact information for any local Christian schools.

COMMUNICATION TEAM

- Divide up these addresses and phone numbers throughout your team so they can make contact with the local media, churches and schools. A blank Contact Assignment sheet is available at www.messiahsupport.com/marketing. Prepare to start making these calls two months before the event.

3 Months Before Event

- Create promotional materials for print, based on templates at www.messiahsupport.com/marketing
 - › Create a brochure
 - › Create posters
 - › Create VIP tickets for pastors and teachers
 - › Create letterhead and cover letter for snail mail info packets
- Create promotional content for use in local media, based on guides and templates at www.messiahsupport.com/marketing
 - › Create bulletin announcements
 - › Create a press release
 - › Create a promotional email for area churches, Christian schools, and other organizations that might be interested in this event.
- Create a Facebook page for the event. Instructions available at www.messiahsupport.com/marketing
- Review promotional materials as a team to make sure they are accurate and error-free.
- Compile promotional print files and promotional content into a zipped folder to distribute as a digital press kit, which is advised to include:
 - › Cover letter
 - › Brochure
 - › Flyers
 - › Posters
 - › VIP tickets

- › Sample bulletin announcements (when sending to churches)
- › Press Release (when sending to local media)
- After prayerful consideration, decide how many printed materials to order. Keep in mind that pastors from community churches may request hundreds of printed brochures. It is easy to underestimate the number needed.
- Marketing coordinator to contact local printers for quotes on full-color printing. When a printed is decided, have these materials printed as soon as possible.

2 Months Before Event

COMMUNICATION TEAM

- Using the address and phone number list, start contacting the local media, churches and Christian schools (possible field trip opportunity). Call Scripts are available at www.messiahsupport.com/marketing.
 - › Have both digital and hard-copy press kits ready to send, either by email or through snail mail, depending on the preference of the organization contacted.
- Make follow-up calls to any organizations that did not confirm receipt of their press kits.

INFORMATION GATHERING TEAM

- Print Survey/Response forms (available at www.messiahsupport.com/marketing)

3 Weeks Before Event

- Distribute brochures and bulletin inserts at church
- Put up posters at approved locations.

2 Weeks Before Event

- Follow-up calls with local media to determine if they need any more information/brochures/VIP tickets.
- Follow up with local churches and church schools to coordinate VIP tour before it is open to the public.

First Tour (VIP)

- Make sure to bring extra brochures for pastors and teachers to take back to their constituency.

Start of Public Tours

- Make sure to have available plenty more brochures and surveys (for Bible study interest)

At Completion of Tours

- Review surveys (Bible study interests) and arrange to contact those who signed up.
 - › It is most effective to contact these people within 72 hours in order for them to maintain their initial interest.