

Zion Missionary Baptist Church Event Promotion Checklist

Thank you for planning your event at Zion Missionary Baptist Church. Our vision is for this checklist to be a resource that will make promoting your event as painless as possible. Please note the items that are highlighted in yellow. These highlighted areas are mission-critical steps that will cause other areas to falter if they are not completed in a timely way. This checklist is meant as a guideline may need to be adapted for your particular event.

6 months before event

Work with web team to design web and media presentation materials including web presentation, announcement and VBBS announcement

- Work with media team and web team to identify media outlets for advertising
 - webteam@zionmbc.org
 - press@zionmbc.org
- Work with Public Relations Ministry to design event flyers, brochures, and posters
 - publicrelations@zionmbc.org

3 months before event

- Post and distribute flyers, brochures, and posters to organizations, churches, etc.
 - churchoffice@zionmbc.org
 - publicrelations@zionmbc.org
- Run event information in church announcements**
 - churchoffice@zionmbc.org
- Run event information in Lamplight
 - publicrelations@zionmbc.org
- Contact web team for website and visual bulletin board posting**
 - webteam@zionmbc.org
- Contact web team for EventBrite posting (if registration needed for event)**
 - webteam@zionmbc.org
- Recruit photographer
- Draft program
 - publicrelations@zionmbc.org

1 month before event

- Run event information in church announcements**
- Pulpit announcement
 - churchoffice@zionmbc.org
- Request table for foyer if needed
 - churchoffice@zionmbc.org
- Complete press releases**
 - publicrelations@zionmbc.org
- Confirm photographer
- Finalize & print program
 - publicrelations@zionmbc.org