

PUBLICITY DIVISION

Create a promotional plan and set up a schedule for the year; promote Missions Fest throughout the region; oversee all print media i.e. news bulletins, bulletin inserts, posters, etc; oversee the publicity budget.

CO-ORDINATOR

1. Chair the monthly divisional planning meetings
2. Co-ordinate with the department leaders the responsibilities of this division.

DIVISION SECRETARY

1. Prepare agenda with Divisional Coordinator for monthly Planning Meeting.
2. Record & distribute minutes to Departments.

DEPARTMENTS

1. CHURCH LIAISON

Compile lists of the denominations & churches and keeping the names of churches, addresses and pastors current. Create a plan to keep denominations & churches informed about Missions Fest throughout the year. Review records of churches receiving notices and numbers assigned to each. Sponsoring churches: keep in touch with Church Reps and review their chosen/assigned responsibility on the Planning Team, create a plan for personal contact with each church (pastor), annually; determine the number of publications each church should receive.

2. DISTRIBUTION

Responsible for the distribution of promotional materials. Plan a distribution scheme and arrange for temporary storage, work area for packaging, and distribution to all churches & bookstores.

3. PUBLIC MEDIA

Responsible for the design, content and placing of newspaper, radio and television promotion. Searching and placing free advertising; contacting public media for news coverage; set up a press conference.

4. TELEPHONE

Responsible for the planning and co-ordinating of telephone campaigns to churches, schools and bookstores primarily for the distribution of promotional materials; Planning/co-ordinating monthly reminder calls to church reps; work in concert with the Church Liaison department.

5. **MISSION OPPORTUNITIES and CAREER PLANNING** Assist people in their plans for the next step of their journey towards participation in missions. Have stations set up to meet with people during the conference. Recruit volunteers to research opportunities that will link them with missions.

6. BULLETIN INSERT

Prepare a single page, two-sided document for distribution to all churches in the area.

Distribution: - one per household in every church requesting them
- three per envelope mailed to churches in region

Side #1: Create a poster-like page with basic information: MISSIONS FEST (Year) -in large bold print, Date of conference, Venue, Theme (few words), Logo, General Admission FREE

Side #2: Featured Speakers-with photos & short bio; Weekend Schedule-include days, times & events; Luncheon information (if any), Special Project (if any),
Missions Fest name, address, telephone(s), fax, email, web site