

## Bulletin Inserts – An Effective Publicity Tool

One of the best communication tools used for informing potential attendees of Missions Fest is the Bulletin Insert (BI).

The BI is a single page handout printed on both sides, designed to serve as...

- an official announcement to church leaders,
- a take home piece of information for the family, and
- a small poster that most bulletin boards can handle.

A larger poster can be made by making a color photocopy enlargement of this Bulletin Insert.

### The Format

- the FRONT should contain basic information only:
  - MISSIONS FEST 20\_\_\_ in large, bold letters so that it can be easily read when used as a poster;
  - a design/photo that portrays the theme of Missions Fest;
  - Dates;
  - Venue;
  - "General Admission Free";
  - LOGO.
- the BACK should contain:
  - brief profiles of the main speakers with their photos;
  - a simplified outline of the weekend;
  - the project (if any);
  - special conference events i.e. luncheons, any ticket information, etc.,
  - contact info: phone, fax, email, website.
- the SIZE
  - letter size (8.25" x 10.5") is large enough and if tri-folded, can fit a #10 envelope.

### Printing

Instructions to negotiate with the printer:

- print on two sides
- tri-fold each BI (keep some unfolded to use as posters)
- bundle in sets of 100's
- sort bundles in church sets – provide packing slips
- packing slips contain: Instructions, Name of Church, address, phone and number of BI's requested (rounded off to the nearest 50 or 100)—see sample below.

Print the BI's five (5) months in advance of conference

### Distribution

#### Receivers

- All **Christian Churches** who subscribe to the Missions Fest Statement of Faith. One, for every household.

Stage #1: a major mailing 4 months in advance to every church in the catchment area. Each envelope should contain:

- a letter to the pastors, inviting them to post the BI on the church bulletin board
- 4 Bulletin Inserts so the pastors/leaders see it as the Official Announcement
- a Bulletin Inserts Request Form indicating how many are needed. Guideline: one **for every household**.

Have this form returned to the office by post, fax or email.

- Stage #2
  - Distribute, 2 or 3 months in advance, bundles of BI's:
    - create a Regional Map of the city & suburbs and name the regions.

- invite all the Sponsoring Churches to be present at the next Planning Meeting and let them know in advance that “the Bulletin Inserts” are on the Agenda.
- During the meeting, ask the Reps to help with distribution. Ask them to take their own BI's as well as those of the churches in their Region.
- Record Rep's name beside the church's names, so you will know if churches are missing. If churches call you, this information may help you locate their BI's.
- For church bundles not taken, make special arrangements for delivery i.e. pastor's fellowships, invite churches to pick up, shipments to towns, etc.

- **Christian Bookstores** with whom to make arrangements in advance to seek their cooperation.
- Bible Schools/Colleges/Seminaries.
- Christian Elementary & Secondary schools.
- Local Christian newspapers;
- Local radio stations (both Christian & secular)
- Agencies on your mailing list.
- All mailings from the office

Sample Packing Slip

LOGO + Address Tel. + Fax + Email	<b>No of Inserts:</b> _____
<p>These <b>Bulletin Inserts</b> provide information about the coming Missions Fest (Year) in (City). Please make sure that every household has one by (date 2 months before). They can also be used as posters. If the number of inserts is incorrect for your situation please contact our office.          Thank you for helping us distribute this important information.</p>	
<b>Church Name</b> <b>Church Address</b>	<b>Church Phone:</b> Distribution Area: 00

Additional Information to assist churches

## Missions Fest Church Bulletin Inserts and Promo DVD (Year)

Ideas on how to distribute them in your church:

- 1) Find out what your church policy is on bulletin inserts - do they allow them to be inserted with the bulletins or do you hand them out at the door?
- 2) Plan to distribute them on an appropriate Sunday within weeks of Missions Fest, as on a weekend that most people will be in town.
- 3) Put some up as posters in strategic locations where visibility is good.
- 4) On the distribution Sunday make an announcement and play the promo DVD (call us to get a copy) to encourage attendance and volunteering.
- 5) If necessary, recruit others to help with inserting or distribution if you are handing them out at the church doors.