



Publicity! Advertising! PR!

There are two rules of thumb when it comes to publicizing an event.

- 1) People need to hear about an opportunity three times before they'll respond.
- 2) Everyone responds to different stimuli. Some people respond to a flyer, others to hearing an announcement, and still others to reading text.

It may seem like a daunting task to advertise multiple times, but with a little prep work and a calendar to follow, even publicity will seem like child's play. Feel free to use the same text in multiple formats. Even use the same flyer and bulletin inserts more than once. They don't have to be new to be noticed.

Included in the advertising bundle are examples of popular forms of advertising to use within your congregation. Get out your calendar. Plan which advertising piece will be used every two to three weeks from February to May.

Day Camp Sunday

There's no better way to get families and children excited. Declare a Sunday in April or May as Day Camp Sunday. Here are a few ideas to flavor the day.

- Encourage kids to wear shorts to church
- Pitch a tent in front of church
- Put up a banner announcing the Day Camp dates
- Build a fake fire in a corner of church.
- Have S'mores for a snack during Sunday school. (Graham crackers, marshmallow fluff, and mini chocolate chips make a great no-cook alternative.)
- Have registration forms available
- Plan ahead for the children to sing a song during worship

Day Camp Sunday is a wonderful way to get the word out, but it takes a little planning. Don't forget to make announcements about the special day two to three weeks ahead of time.

Other ideas:

- Post pictures from past years
- Borrow a Crossways camp video to show
- Have kids sing camp songs in church
- Have a Day Camp Sunday – set up tents, make trail mix, wear jeans or shorts to church
- Send invitations to all church committees

Advertise Outside your Congregation

Submit an ad or article to your local Newspaper

Put up flyers in the neighborhood. Many libraries and grocery stores have bulletin boards.

Send flyers or make phone calls to other churches in the area. Invite them to participate.

Put up a big sign or banner outside your church to promote the dates and key activities. Keep the banner up throughout the Day Camp week.