



# Promotion Request Form

Event (or Group) Name\* \_\_\_\_\_

Event Date \_\_\_\_\_ Day \_\_\_\_\_ Time(s) \_\_\_\_\_

Event Location \_\_\_\_\_ Ministry/Group \_\_\_\_\_

Requested Promotion Start Date \_\_\_\_\_ Date of Request \_\_\_\_\_

## Event Contact

Name/Email/Phone \_\_\_\_\_

Can you receive texts with this number?  Yes  No

## Promotion Needs

### GRAPHICS/LOGO

- We Need This
- We Have This & Will Provide It
- Not Necessary

### COMMUNICATION CHANNELS (please see Promotion Guidelines for required lead times)

- Bulletin
- Newsletter
- Sunday Slides
- Welcome Center Slide
- Main Sign
- Email(s)
- Website Posts
- Website Banner
- Facebook Event
- Video Promo
- Social Posts/Graphics
- Publishing Regular Updates
- Flyers
- Posters
- Paid FB Advertising
- Community Calendars
- Press Releases
- Sign Up Forms
- Other Print Materials
- Event Signage

Other \_\_\_\_\_

Invite \_\_\_\_\_ via \_\_\_\_\_

Is there a budget for advertising?  Yes  No If yes, how much? \_\_\_\_\_

Do you have any sponsors who have donated money or items?  Yes  No *If yes, please provide info and, if possible, logos/graphics.*

## AUDIENCE

Who do you hope to reach? (for example gender, age, location, etc.) \_\_\_\_\_

## Outcomes

At the end of your event, what elements will make you say it was a success? \_\_\_\_\_

## Final Copy

**PLEASE PROVIDE A COMPLETE, USABLE, READY TO PRINT DESCRIPTION OF YOUR EVENT FOR ALL PRINT AND WEB PUBLICATIONS ON THE NEXT PAGE.** The best people to communicate excitement and passion are the people most closely involved in the project. The more time you spend crafting a quality description, the faster your information will be published and, more importantly, the more effective your message will be. Less than adequate descriptions will be returned to the submitter. Please do your best to submit copy that communicates to those who have never heard of this church or your ministry. (Explain acronyms, avoid insider "church" talk, and assume that the reader has never heard of who or what you are promoting.) **WITHOUT COMPLETED TEXT ON PAGE 2 (and attachments, if necessary) WE CANNOT PROCESS YOUR REQUEST.**

Do you have photos you would like to have used in your campaign?  Yes  No If yes, please provide them via email with this form.

Submitted by \_\_\_\_\_ Date \_\_\_\_\_

Please keep a copy of the completed form for your records and email this completed form with any attachments to [sarah@fumccp.org](mailto:sarah@fumccp.org) \*In addition to events, you may also use this form to promote groups, group needs, classes, etc.

# Promotion Request Form

SHORT DESCRIPTION / BLURB (for bulletin, social media, etc.)

LONGER DESCRIPTION/BLURB (for newsletter, press releases, etc.)