

Promoting your local event

Thank you for partnering with us to host the event. We believe it will bless your community and that God is doing great works that we cannot even comprehend. It would be fantastic if you could help us by telling your church attendees, small groups and other local churches about the New Wine event. We don't want people to miss out but need you to help connect with them.

Do share what you have been doing with your event coordinator or

marketing@new-wine.org

as we would love to champion you and let other churches know what has worked.

Connect to us via Social Media:

Email marketing@new-wine.org when you have posted something about the event and we will try and retweet or like the post.



Tweet about the event on Twitter @newwineengland

e.g. We are so excited to have xx on at our church. Get your ticket today new-wine.org/events



Post on Instagram newwineengland

You can make an event post with Canva, a free application to make images with text on top.

<https://www.canva.com/>

Make an [Instagram story](#) if you are having a meeting about an event or when you are having the actual event, and share the story for people to watch.



Facebook

Post to your Facebook page and ask to share your post with other local churches you know.

If there is an event page for your event New Wine may ask you to share this. Please give your event coordinator the name of your Facebook page so we can do this.

Church Notices

Interview

Having someone who is going, or has been before being interviewed by a church leader is always a fun way to hear about something. Why not try and promote the event in this way?

Slide

Check with the event coordinator if there will be artwork made up for your event. If there is artwork we will make a slide for you to show at the start and end of a church service or during the notice time. If we're not able to make you slide you can make one using Canva, as mentioned above. Or use PowerPoint and save as a JPEG. You may need to speak to the person who will be showing the slides to find out their requirements before the service.

Print something

Could you put the event in your printed church notices? If so, write a small paragraph or take something from the events page to invite people to the event. E.g. If you work with children or have children, we would like to invite you to the parenting event *Where Adventure Begins!* This is an exciting show about how to bring up your children in the faith. It is suitable for you to bring your children to and is £x. Please get your tickets from xx.

Send an email

Do you have a church mailing list? Perhaps you could send an email to all or relevant church attendees about the event? Don't forget to include a link to the relevant event booking page. This is the event page, however there may be a more specific one for your event.

www.new-wine.org/events

Your website

Could you put something on your church calendar website, or a specific church page related to that ministry? Don't forget to take it down after the event has finished.

Do you have outside contacts?

Perhaps you know a local newspaper, radio station or charity that would also like to let people know what is available to them? Could you see if they are interested in interviewing you or someone from the church about the event? Could you send them someone's story of transformation who has been to the event before (with their permission)?

A lot of information on how to do anything social media/marketing related can be found through searching YouTube for training videos e.g. Instagram.

New Wine contacts:

For your event coordinator: info@new-wine.org

For marketing: marketing@new-wine.org