

PUBLICITY

Thank you for scheduling **The Wilsons** for a concert at your church or organization. It is our desire to support your ministry by offering a program of music that will challenge your congregation and clearly present the Gospel of Jesus. The promotional materials included in this packet (also available on our website www.wilsonsministries.com) are intended to **inform** your people of the specifics of this event and **stir up interest** among the congregation for the coming presentation.

4 To 6 Weeks Ahead

Christian and secular media – including newspaper, TV, and radio advertisements. Most radio stations provide a “Community Bulletin Board” service for non-profit announcements.

Posters in the church, stores (especially Christian bookstores), and in other churches (not having a service at the same time).

Invite area ministers to bring a delegation to the presentation.

Mailings and Church newsletters

3 Weeks Ahead

Announcements from the pulpit.

Bulletin Announcement/Insert

Make sure you have returned the “Confirmation letter” to avoid any possible miscommunications.

1 Week Ahead

Announcements from the pulpit and in Sunday School classes. Make sure your congregation knows that tapes will be available and a love offering will be received.

Bulletin insert

Meeting Time

Please have someone available to open the facility at the designated time for load-in of sound equipment and product.

Please have a 12-foot area ready for The Wilson’s product ministry in an easily accessible location. We provide our own display tables; however, if a 12-foot area is not available, the provision of a 6-foot area would be much appreciated.

Please discuss the order of service, offering time, desire for invitation/commitment time with Bob before the service to make sure the entire program runs smoothly.

In concerts where a love offering will be received for The Wilsons, 2/3 of the way through the concert/service would be the best time so as not to interrupt the closing. **Please make your congregation aware that The Wilsons are in full-time, vocational Christian ministry.** We view love offerings as an investment in God’s work and are accountable before Him for all that we receive. We truly appreciate your sensitivity in this area.

If there are any questions concerning any aspect of the concert or service, please call Bob at 540-545-8875, via cell phone 540-664-5720, or email at bob@wilsonsministries.com. Remember, the best preparation for the concert is prayer! We’ll see you soon.

www.wilsonsministries.com

SAMPLE ANNOUNCEMENT

For Immediate Release:

The Wilsons of Winchester, Virginia, will present a concert at _____ (place), on _____ (date) at _____ (time).

The Wilsons have been sharing their ministry of southern gospel music in churches, concerts, fairs, and numerous venues for over 12 years. They enjoy sharing their music as well as sharing personal testimonies of God's faithfulness and mercy.

The public is cordially invited to attend. For additional information, call _____ (church office, contact person, etc).