How to Draw a Crowd

**Try These 20 Ideas to Increase Attendance at Your Next Event**

1. Develop a promotional plan for this event

2. Connect with the public, community leaders, public servants, media, and other religions

3. Support community events, march in parades, attend

meetings, go where disaster strikes or violence occurs to hug, pray, serve

4. Introduce yourself to your neighbors

5. Use technology and social media

6. Write a press release and seek coverage from local

media (print, broadcast, and online)

7. Write and share bulletin announcements with area church clerks

8. Create an App for your event

9. Send a free Evite email (www.evite.com)

10. Create an “event” on Facebook

11. Create and mail postcards to your database

12. Place Lake Union Herald announcements and digital ads (Conference Facebook)

13. Share print and email news (conf/church)

14. Empower members to “share” the news with their social networks

15. Create and distribute a print brochure

16. Create a mini-display (find companies online)

17. Develop a social media campaign (tweet, Facebook --

before, during, and after event)

18. Use Church Alertz to text members (97% are opened)

https://church.textalertz.com/

19. Create a hashtag and get members to use it i.e., #2015GCSession, #crisisbootcamp, etc.

20. Create a short commercial or video to post on YouTube, Vimeo, Vine, or Facebook, etc.

Adapted handout from a workshop by Celeste Ryan Blyden

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