

PUBLICITY TEAM

WHAT DOES THE PUBLICITY TEAM DO?

The goal of the Publicity Team is to make every person in the community and region aware of and excited about the GO TELL Crusade. Good publicity and advertising are essential to create an image, build credibility, prepare people to receive an invitation and encourage Christians to invite and welcome others.

- **Mobilize the Christian Community**
 - Identify and integrate publicity within all existing means of communication of local churches and faith-based organizations such as TV, radio, newspapers, websites, social media, email, newsletters, etc.
 - Encourage each church to make regular announcements during services and on their image screens (if applicable). GO TELL can provide Power Point slides or a short video to be used.
 - Obtain Crusade promotional materials from the GO TELL Crusade home office.
 - Distribute promotional materials to the local churches during Team Training meetings or other means that are feasible.
- **Reach the Unchurched Community**
 - In reaching the community at large, the most effective tool is mass media. This includes billboards, television, radio and newspapers. Please use GO TELL Crusade Inc.'s media material.
 - GO TELL Crusades, Inc. has a graphic design firm that will assist in creating any custom publicity materials that may be needed.
- **Meet with all media outlet representatives to secure publicity.**
- **Ensure that all costs incurred with publicity are within the approved Crusade budget.**
- **Develop social media communication** – Create a team or select a strong individual to set up a Facebook page for the local Crusade that can be linked to GO TELL'S corporate Facebook page. Keep it current and use it to provide information to the churches and community.