

**REVIVAL PREPARATION TEAMS AND RESPONSIBILITIES**

**Publicity Team**

**YOUR ASSIGNMENT:** To publicize the revival event and special emphases in the church and community.

**Example Countdown Calendar**

<b>Six weeks before the revival event</b>	<b>Date:</b> _____
<ul style="list-style-type: none"> <li>➤ Enlist team members and begin planning.</li> <li>➤ Request from the pastor a list of all of the special events to be promoted. What is your budget for publicity?</li> <li>➤ Determine what types of publicity your team will use. Brainstorm about the best methods for increasing awareness of the revival event in the church and community.</li> </ul>	
<b>Five weeks before the revival event</b>	<b>Date:</b> _____
<ul style="list-style-type: none"> <li>➤ Request from the pastor biographical information and pictures of the Revival Guest Team.</li> <li>➤ Check with local paper about advertising.</li> <li>➤ Check with local radio and television stations about free interview times and spot announcements.</li> </ul>	
<b>Four weeks before the revival event</b>	<b>Date:</b> _____
<ul style="list-style-type: none"> <li>➤ Print quality revival posters and place in the church.</li> <li>➤ Use church bulletins to publicize the revival event.</li> <li>➤ Ask the pastor to send a letter to all the church families promoting the revival event.</li> <li>➤ Ask the evangelist to write and let the church send it to all the church families promoting the revival event.</li> </ul>	
<b>Three weeks before the revival event</b>	<b>Date:</b> _____
<ul style="list-style-type: none"> <li>➤ Ask church members to place revival yard signs in their front yards.</li> <li>➤ Put revival event ads on a billboard, if funds are available.</li> </ul>	

<b>Two weeks before the revival event</b>	<b>Date:</b> _____
<ul style="list-style-type: none"> <li>➤ Secure permission to place posters, revival flyers, and other promotional items, in public places such as schools, businesses, community bulletin boards, grocery markets, and so forth.</li> <li>➤ Distribute revival information door-to-door in neighborhoods close to the church.</li> <li>➤ Ask the pastor to mail a (second) letter or special invitation to every church member encouraging them to attend.</li> <li>➤ Ask the pastor to send a letter or special invitation to all church prospects to attend the revival event.</li> </ul>	
<b>One week before the revival event</b>	<b>Date:</b> _____
<ul style="list-style-type: none"> <li>➤ Place ads in the newspaper the week before and the week of the revival event.</li> <li>➤ Consider sending out a special church newsletter promoting the revival and giving details about all the special events and the Revival Guest Team.</li> <li>➤ Use the church's phone tree – if available – to call all church members on Saturday with a last reminder of the revival event.</li> </ul>	
<b>During the week of the revival event</b>	<b>Date:</b> _____
<ul style="list-style-type: none"> <li>• Remind the pastor to promote the special events for the following night.</li> <li>• Verify that radio, television, or newspaper ads are broadcast or published as requested.</li> </ul>	

### **Additional Suggestions**

- No one can attend a revival event that they did not know was taking place. You may have a limited budget but find other ways to let your church, community, and unsaved prospects know about the revival event.
- You should consider using dramas in worship, pulpit announcements, newsletters, bulletins, and posters to let the church know about the revival event.
- You should consider using yard signs, billboards, door hangers, personal visitation, newspapers, radio, et cetera to let the community know about the revival event.