

LHUMC Best Practices Publicity

For support with promoting your event email Tonya@lhumc.com

All promotional information will be taken from the approval form.

Publicity Action	Due Date
On-Campus	
Worship Bulletin 2 weeks prior to event	
Website calendar 4 weeks prior to event	
LHUMC webpage 4 weeks prior to event	
LHUMC online registration page - email tonya@lhumc.com 6 weeks prior	
Team leader should post on LHUMC Facebook at lakehighlands umc	
Team leader Invite others to post on their Facebook & send emails (include website link)	
Church-wide email - email tonya@lhumc.com 2 weeks prior to	
Posters on campus (For every 1 on campus 3 off-campus locations)	
Post card mailing - requires special approval, email tonya@lhumc.com	
Directional signs for day of the event	
Community	
Advocate calendar (www.advocatemag.com & caroltoler@aol.com)	
Lake Highlands Today (www.lakehighlandstoday.com)	
Lakehighlands.info (www.lakehighlands.info)	
Neighbors Go (www.neighborsgo.com)	
Post card mailing - requires approval, email tonya@lhumc.com	
Door knockers - requires approval, email tonya@lhumc.com	
Posters (Where In Community?)	
Car flyers (at football games, soccer games at Moss Park)	

Post Event Worksheet Best Practices

Post Event	Due Date
On-Campus	
Personal note to volunteers	
Personal phone call and note to lead volunteers & chairs	
Submit new emails and contact info to Communication Dir. for data entry	
After Action Review - Required. Meet with chair to process how the event went	
Personal thank you note to anyone that make a donation to support the event	
Sent thank you note to all sponsors that support the event or funded a child	
Personal notes to staff for their support	
Off-campus Community	
Send event photos and caption to the follow:	
Advocate calendar (www.advocatemag.com & caroltoler@aol.com)	
Lake Highlands Today (www.lakehighlandstoday.com)	
Lakehighlands.info (www.lakehighlands.info)	
Neighbors Go (www.neighborsgo.com)	

--	--