



Harris Family Music



*"The Lord is my strength and my shield; my heart trusted in Him, and I am helped;
therefore my heart greatly rejoiceth; and with my song will I praise Him." Psalm 28:7*

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PROMOTION

Thank you for hosting *The Harris Family* at your church or Gospel music event! We do not take lightly any opportunity that God gives us to share His Good News with others. Our only goal through this ministry is to reach as many souls as we can for the Kingdom of God! We firmly believe that God has a plan and a purpose for every door that He opens for us to share our hearts through music and testimony. As guests into your church and/or community, we rely heavily on your help in promoting this event. Below are some suggestions that may help all of us to have a successful event for the glory of God!

1. **WORD OF MOUTH-** Begin announcing your concert/service with *The Harris Family* now! The most effective invitation is the face to face, friend to friend variety. Tell people to mark this date on their calendars and to invite friends, relatives, and co-workers. If your people are enthused about a special event, they will invite others!
2. **CHURCH BULLETIN-** Beginning several weeks prior to the date; have the event regularly featured in the weekly bulletin and church newsletters, giving the event increasing space as the date draws near.
3. **USE YOUR SOUND SYSTEM-** If you play taped music before your church service, mix in some of our songs from the CD that has been provided for you in your packet.
4. **NEWSPAPERS-** The newspapers are one of the best free advertisements available. Editors usually welcome press releases and feature stories about coming events, and most community newspapers have a calendar where local events can be mentioned for free. Be sure to give the newspapers plenty of advance notice.
5. **POSTERS-** Place the posters in as many places as you can, two weeks prior to the event. (Wal-Mart, K-Mart, grocery stores, hair salons, gas stations, Christian bookstores or other Christian oriented businesses, other churches in your area with whom you fellowship, etc.) Always be sure the date, time, and location are on all posters. Obtain permission to put up posters at each location and always remove them after the event. Feel free to make copies, print additional posters from our website, and/or contact us for additional supplies.
6. **CHURCH MARQUEE-** If your church has a marquee, utilize it! Usually, two or three weeks before the event is the best time to begin using this type of advertising.
7. **RADIO-** If you have a local Southern Gospel radio station, they will often give a Public Service Announcement or at least have a concert/event calendar on their website where upcoming dates can be posted. Most will require at least two weeks in advance of the concert. If the station has an interest, we can also provide them with several copies of our CD to be used as giveaways in the weeks leading up to the event. Please let us know and we'll be happy to mail them any materials they need.

You may have other ideas about how you can promote this event in your specific community. While we have tried to communicate some ideas/suggestions to you, the key is to use every opportunity to invite and encourage people of the community and within your own church to participate in this event. When we do all that we can to get folks to the place where they can hear God's Word boldly proclaimed, He promises that His Word will not return void but will accomplish that which pleases HIM!

Most importantly, remember to remain in a spirit of PRAYER for the concert/event. Pray not only that people will come, but that hearts will be open to the Word of God, and that lives will be changed for all eternity, not by what we do, but by what God can do through us!