**Promoting your event at St Chrysostom’s**

**First things first…..**

* Decide on a title for your event. It needs to be a punchy, eye-catching and engaging ‘catch all’ title. Eg. ‘Music for a May evening’.
* Decide on the content. Suggested length would be 40 minutes for the first half, followed by a 20 minute interval, and then 30 minutes for the second half.
* Decide on ticket prices, considering whom you are hoping to attract and what you think they will be willing to pay. Consider offering concessions to students and unwaged.

**Publicity**

* It is suggested that you should produce a combination of A3, A4 posters and A5 flyers. It is important that the layout, colours and branding etc. are the same on each, even if the wording is briefer on the flyers. It helps to have jpeg version too and you can convert your word document to jpeg for free using the following website: http://www.zamzar.com/
* Publicity needs to be eye catching and bright. Photographs are good for publicity.
* Keep the wording simple and to the point. Try to include any relevant web addresses, Twitter and Facebook.
* If you are fundraising for a charity, use social media to raise awareness and get the conversation going about the particular issue. It can be particularly helpful to include personal stories about the issue provided people are happy to share their story. Otherwise charities will often have case studies that can be used instead.
* Think carefully about whom you are trying to attract to your event and what will appeal to them. **Begin publicity well in advance.**
* Discuss with the Rector whether it is appropriate to use the Church’s logo.
* If you are fundraising for a charity, use their logo on your publicity and if there is plenty of space, use some of the wording to briefly explain who they are.

**Where and how to publicise**

* Facebook, Twitter, Instagram are good as a starting point, remembering to encourage people to share your post.
* Consider who you are trying to attract and where they are most likely to see you publicity. You will probably need a number of people to help take out posters and flyers and again, think about the best places to publicise your event.
* There are a number of local websites that will publicise your event. Some suggested sites:

<http://www.manchestereveningnews.co.uk/whats-on/manchester/everything/this-weekend/>

<http://www.netmums.com/manchester/whats-on>

<http://www.skiddle.com/whats-on/Manchester/>

<http://manchesterstudentsunion.com/events>

<http://www.manchester.anglican.org/events>

**Finance**

* If you are fundraising, you may find it helpful to set up a ‘Just Giving’ page <https://home.justgiving.com/> This can be particularly advantageous if a donor is a tax payer, since the charity can claim an extra 25% on each donation.
* St Chrysostom’s has a tariff of hire charges for the use of the building. This is negotiable in certain circumstances. Please talk to the Rector.

**On the night……….**

* Please ensure that you have 3 people who will cover ‘front of house’, which will include serving refreshments, welcoming people and ticket sales.
* You will also need to negotiate with the Rector about who will be responsible for refreshments. Sometimes St Chrysostom’s serve refreshment and takings are kept in lieu of building hire, or to reduce building hire fees.
* Please ensure that the building is returned to its original state and that it is left clean and tidy.
* At the start of the event, a member of the pastoral team at St Chrysostom’s will welcome the audience to the building on behalf of the Rector and Churchwardens.

**And remember…………..**

* The key to organising a good event is planning and ensure publicity is produced and distributed at least 2 weeks before the event.
* Staff at St Chrysostom’s are on hand to offer advice.