

*Quick & Easy
Ministry Marketing Solutions*

115 PR TIPS TO
BRAND
Your Ministry

by Pam Perry



10 Tips to Promote YOUR Ministry or Business with this Booklet!

(It can even be customized for you!)

- ❶ Send this booklet to those who spoke or ministered in song at your church or special event, thanking them for being a blessing to you.
- ❷ Use this booklet as a “thank you” to those ministries who sow into you regularly.
- ❸ Mail this booklet to colleagues you meet at conferences to stay in touch with them.
- ❹ Offer this booklet for free when pastors register for a conference.
- ❺ Distribute this booklet at trade shows.
- ❻ Give this booklet as an incentive for completing a questionnaire or survey on your website.
- ❼ Include this booklet as a follow up note to ministers who speak at your events.
- ❽ Package this booklet as a value-added bonus with a product you sell.
- ❾ Deliver a copy of this booklet to the hands of the first “X” number of people who sign up to receive your Ezine or come to your leadership training conference.
- ❿ Provide copies of this booklet to people and organizations who can refer speaking engagements to you.

What are you waiting for?



www.MinistryMarketingSolutions.com

Introduction

This millennium is the era of the “mega-church.” People are readily embracing Christian books, TV/Radio shows, DVDs, movies, plays, and Internet technology. There are many options to market the message of the gospel and let the world know about your ministry. *How do you capture the right media mix to tell your message?*

That’s the purpose of this booklet — to provide solutions to the increasingly complex world of marketing, media, and publicity. This booklet has nine marketing categories with 12 promotional PR tips in each section, ideas you can implement right now to brand your ministry.

Untangle the media maze and create clear, concise, consistent ministry marketing solutions to get more exposure for your ministry.



Who is Pam Perry?

*Let another praise you, and not your own mouth;
someone else, and not your own lips. Proverbs 27:2 (NIV)*

Detroit Free Press recently called her “a marketing whiz on an almost immortal mission.” Known as the “connector and PR coach,” Pam Perry knows how to pull the right people together for the right project at the right time and garner the right publicity. Her public relations and advertising career spans over two decades. A local Emmy Award-winning professional, Perry and has worked in the whole gamut of media ranging from the *Detroit Free Press*, various radio stations, and Christian Television Network (CTN). She has even published a 40,000-circulation magazine, *Soul Source*. Perry has provided PR counsel to clients like McDonald’s while at Hermanoff and Associates agency and provided fund development and public relations for Joy of Jesus, Inc. and The Salvation Army.

One of the nation’s foremost experts in the African American Christian market, Perry is the chief visionary of Ministry Marketing Solutions, Inc., the public relations and marketing consulting firm launched in 2000. Some author clients include Bishop Thomas Weeks, Bishop T.D. Jakes, Bishop Donald Hilliard, Dr. Suzan Johnson Cook, Dr. Fred Price and Pastor Bill Winston.

Her passion is Christian books and assisting writers in becoming authors through the American Christian Writers Association as president/founder of the Detroit Chapter. She hosts weekly teleconferences on various PR/marketing topics with self-published authors and provides PR counsel to ministries nationwide, training church marketing staffs.

For information about quantities and customization of this booklet, publicity coaching, ministry consulting, or to inquire about her availability for speaking engagements or seminars, contact her office at:

Ministry Marketing Solutions, Inc.

33011 Tall Oaks, Farmington, MI 48336
248.426.2300

www.MinistryMarketingSolutions.com

email: pamperry@ministrymarketingsolutions.com

© 2006 by Pamela Perry

Corporate ID

- 1** Design a simple logo that attracts attention. Keeping it simple keeps it easy to produce and easy for branding.
- 2** Create a tag line that encapsulates your ministry. Make it succinct and “catchy” so people can remember it. Make your tagline inviting without it sounding too “religious.”
- 3** Choose your ministry colors as a reflection of the personality you want to project. Know that you will live with these colors forever. Put thought into why you’re choosing specific colors. Keep the same color-scheme in everything you do.
- 4** Hire a professional graphic designer to produce your corporate ID kit. That kit includes business cards, letterhead, envelopes, labels, and web site (even if it is just a contact page). Visit: www.godaddy.com to buy the URL that will be your web site address. This investment is under \$10 per year.
- 5** Get a professional headshot photo to use in program books and other media. Image is everything. Investing in a professional photo shoot is the foundation of many graphic items that will come out of your ministry.
- 6** Put your best foot forward on your business cards. This says plenty about you before you even open your mouth. Invest in good paper and use both sides of the card. Consider putting your “tag line” on the back.
- 7** Print brochures in mass for new visitors, media, and to send to other ministries that ask for more information when considering you as a guest speaker. People want information they can touch, feel, and walk away with to read later, even though you have a website containing all that information. Invest in a simple yet high quality piece for multiple uses.
- 8** Design CD or cassette labels for your media ministry to match your corporate ID kit. Make sure your web site and phone number is on everything that goes out of the ministry. Yes, that means everything!
- 9** Order a standard podium cover to match your corporate ID for special meetings in venues like hotels where their name is displayed. Show your own “brand” not the hotel’s. Have people in your audience stare at your name not a hotel’s name.

10 Invest in the special touches that make you stand out in a crowd at places like tradeshow, conference exhibit halls, and conventions. Order items like table cloths, acrylic holders, portable exhibits, retractable floor banners, tabletop displays for your book and tape table.

11 Order premiums that promote your ministry. These are small details that set you apart from the pack. Get bulk items such as ink pens, bookmarks, magnets, post-it notes, notepads, or mints, to distribute at special meetings or at your book/tape table when you travel.

12 Have ministry postcards or note cards printed to send to media after interviews or to personally keep in touch with select people. Have the postcards or note cards match your business card in style, prompting brand recognition in the mind of the receiver.

Internal Communications

13 Hire the best receptionist you can find. Make sure they dress professionally and have a pleasant phone voice. They are your front line PR. First impressions stick.

14 Buy a good phone system. Most people would rather talk to a live person than an automated directory of choices. Make sure you use the “on hold” time with ministry marketing information if you do have automation.

15 “Wow” visitors when they go past your facility by purchasing cutting-edge signage. Make sure it “wows” them when people ride up and go past. Electronic signs are worth the investment.

16 Add the personal touch to your ministry. You may not be able to greet everyone that comes through the door. You can train a committee of “greeters” to do just that. Have them all dressed in ministry shirts with the logo and offer hugs to those entering the facility. At the very least, offer a smile and a “welcome and thank you for coming.”

17 Design exciting church bulletins with “spiritual nuggets” from you. Make it a keeper. This is your primary church communication tool. It is one that speaks volumes about your ministry. See some samples at www.outreach.com. This organization provides professional templates if you are short on design staff. Be sure everything that goes out is something you would want to save or share with the media.

18 Provide a resource table or a well-stocked bookstore for members and guests. People will buy CDs and other resources after services. Provide those resources to help them live a better Christian life. Make sure the information is orderly, current, and attractively displayed to encourage sales of the items.

19 Make it easy for members to share information and get a glimpse of what is going on in the ministry. Have a centrally located bulletin board that is decorated nicely and kept neat. Assign a team member to supervise the postings to keep it organized and fresh.

20 Have the media department be creative. Videotape the announcements like a newscast with anchors and cut-in footage for variety instead of reading church announcements from the pulpit.

21 Communicate with membership to build rapport and keep members excited about the ministry so they tell others. The best advertising is still “word-of-mouth.” Collect contact information from every guest and member. Send regular ministry updates via email to members with “encouraging notes” too.

22 Put your best foot forward. Take extra time and care in designing the pulpit. This is the central area of the church. It is the place more people see. Be sure it encompasses the ministry message you want to portray. Evaluate the backdrops, signage, podiums, flowers, colors, and any other elements..

23 Provide good customer service training. Designate an area for “guests” after each service for a personal “meet and greet” with the pastor and staff.

24 Impress guests and members with stunning and extra clean rest rooms. This one detail is what some people remember most. Maintain the ministry “signature” in every part of the building, even the bathrooms!

Promoting Special Events

25 Canvas the neighborhood of the church with door hangers. Many neighbors are just waiting for a formal invitation to visit your church.

26 Draft a media release. Submit it to local newspapers for weekly calendar listings. Listings are an easy and effective way to get the word out about an event.

27 Mail out postcards to your database at least one month before your event. Give extra postcards to ministry members to give to their friends, family, and co-workers.

28 Hire a company that plugs in your voice recorded message to members' homes. This gives an impression of a "personal touch" to hundreds or thousands who receive the call. Members will respond knowing that this is an event that is truly "special."

29 Invest in an email database system like Constant Contact to send email campaigns to your database. Go to: <http://ministrymarketingsolutions.constantcontact.com> to sign up. Send out a notice one-week before the event and on the day before. Use the same graphics as the postcard. Use an internet publicity firm to send out your announcement to their own media database.

30 Create 2-minute video announcements of the event. Play the announcement during a church service or meeting on TV monitors or big screens.

31 Promote your event at the end of your weekly or daily broadcast. Keep the message consistent with the overall promotional campaign. Be creative. Use church members as "actors" for the spot.

32 Place print ads in local newspapers and/or local Christian magazines. Know your target audience and place ads in media targeted specifically to reach them.

33 Identify local radio programs that reach the target audience. Place spots, Public Service Announcements (PSA's) or contact show producers by sending the event release requesting a radio interview.

34 Gather a street team to distribute postcards to local beauty and barber shops, Christian bookstores, schools, and other "grass root" locations.

35 Designate one or two high traffic billboards for the ministry to "own" for six months to a year. Promote the various events in this medium or have a generic message with a website.

36 Challenge your leadership team by creating a fun contest that motivates them to invite guests. Reward the team member that brings the most guests.

Team Building

37 Share the written vision statement with your with your teams. By sharing information with them on a continual basis, they understand the rationales of the marketing efforts.

38 Make your team more productive by having off-site retreats so everyone can bond. People work better with people they like.

39 Have team shirts with the ministry logo on them for camaraderie. At special events, have the team wear the shirts and take photos of them in their gear. Post the photos on your website or bulletin boards.

40 Expand the creativity of your staff team by having them train each other in what they do. Cross training increases their value in the ministry because they're learning a new skill.

41 Establish an internship program with the local Christian college or journalism department of a secular university. This expands the "arms and legs" of the marketing team and provides hands-on experience for students. Contact the department head or dean and give them the internship description. Most interns work for term credit. Give them real work like writing press releases, opinion/editorial articles, or making media follow-up calls.

42 Provide books and trade journals to your team or staff to become more proficient in marketing.

43 Send key staff members to marketing seminars for training. The Christian Management Association and MinistryCom are good ones.

44 Put in the church bulletin or post on the communication board a request for volunteers for the marketing and PR committee. Write a list of the activities the committee does and a description of who you're looking for. This could be a stepping stone to a new career for some people.

45 Hire an outside marketing consultant to train and give direction to the marketing and PR team. Expect the consultant to help write the strategic plan, recommend how the plan will be implemented, and provide on-going support.

46 Share the good news of marketing success stories in team status meetings. Keep everyone in the loop about how the marketing campaigns or PR activities are coming along.

47 Motivate the team by having a positive and energetic mood in meetings. Most people in marketing thrive on excitement and run from boredom. Talk publicly about their accomplishments and reward them with gift certificates or movie passes. Celebrate them! Make it fun!

48 Send a personal hand-written note to team members who are really making a difference. They are the ones who are running with the vision and will influence others. Give them positive reinforcement frequently.

Graphics

49 Choose the right paper by thinking about the purpose of the document. Will it be mailed, handed out or distributed some other way? The weight and texture of the paper speaks volumes and should be practical for its use.

50 Maximize your impact by using “white space” effectively and creating balance to your layout. Professional designers are experienced in making the simple look elegant.

51 Create a look that commands attention and invites the reader into a document by using the proper size and style font. Minimize the use of multiple font styles in one document to avoid creating the look of a “ransom note.” Less is more. Simple is best.

52 Communicate through color by supporting the theme and essence of your corporate ID. The printing process will impact your design and affect the budget. Make sure your printer understands the purpose and intent of the document.

53 Maintain a consistent look in multiple media by using the same fonts and colors, and placing your logo and address in the same location. This means your website, print ads, postcards, flyers, and anyplace else your ministry’s brand is presented.

54 Select a designer after reviewing their portfolio. Look for a variety of projects and products. The better designers can create completely different looks and avoid delivering “cookie-cutter” designs.

55 Spend the extra money for proofreaders. It is easy to become familiar with your own work so you read what you expect to see. A trained objective eye avoids costly and embarrassing errors. It is not the graphic designer’s job to catch text errors.

56 Produce a “print spec” form with the assistance of your printer to correctly write out the specifications for printing. This tool communicates exactly what you expect. It can be used to administer print quotations to compare print job costs.

57 Deliver powerful presentations with exciting documents that have multiple uses in a power point slide show. Whether a presentation is being projected from a laptop computer or from a presentation folder, the layout, graphics, photos, charts, and all elements of your presentation must articulate your message in an easy-to-understand format.

58 Generate effective impressions with photos or art in any printed item by having the appropriate artwork. Most printers require 300 dots per inch (dpi). This specification is essential for delivering images with clarity. Use professional photos, especially for head shots!

59 Use clip art sparingly. It can be helpful. Apply caution to keep your material from looking too amateurish or dated. A good designer has the eye for knowing the limits.

60 Inspect what you expect. Price is often the determining factor for finding a designer. Invest in first-rate talent to reflect a top-rate ministry. It may cost a little more. “You get what you pay for” in most cases.

Print Media

61 Get newsworthy info into the hands of the media. Make a habit of sending out releases on a regular basis about your events, special speakers, or anything impacting the community at large. Use a media directory or “Google” on the web to find names and contact information.

62 Get to know the religion reporters of the daily and weekly newspapers. Position yourself with them as an accessible and reliable source and a key authority to be featured in future stories.

63 Read the dailies. Respond to articles where you can take a stand on an issue while branding your ministry by writing a “Letter to Editor” or an “Op Ed” - Opinion Editorial.

64 Send out media releases for really intriguing or fascinating human interest stories by using news wire services. Wire services get wider distribution and can be picked up by national media via the web.

65 Place ads in local newspapers and monthly magazines. Have the ads consistent with your other ministry marketing materials.

66 Become a regular advertiser in at least one publication. You build brand equity with that audience by advertising in one publication. They learn to trust you. Purchase ads in souvenir program books like the NAACP or SCLC to show your commitment to the community.

67 Feature bold graphics and a lot of white space in your newspaper and magazine ads. Keep copy to a minimum. Steer people to your web site. Color commands attention and adds impact. It also gets better ad placement in newspapers.

68 Supply media with well-written and professionally developed press kits. Include press releases (the who, what, when, where, how and why), fact sheets, bios, photo, brochure, annual reports and news clips. Suggest a story idea in the cover letter. Use the industry format for releases to improve your chances of gaining publicity.

69 Expect very little communication back from editors. They are very busy every day with tons of lead for stories. Assign an intern or team member to follow up by phone, email, or both.

70 Read any and all publications you can. Note stories that deal with issues important to your ministry. Add that reporter to your media contact list to send them future releases. The best media lists are the ones you personally create and are familiar with the reporter's work and style.

71 Send out thank you notes to reporters who feature you in stories. They will remember your personal touch and will keep you in mind as a good source in the future.

72 Assign a photographer to take photos at ALL events where you are participating. Releasing the photos to the media after an event is called Post-Publicity. Send the photo with a brief description of the event. Identify the people in the photo with a label on the back.

73 Realize that newspapers always need good photos. Most black newspapers love to chronicle events in the community.

74 Designate a "Wall of Fame" in your office. Feature prominent speakers who come to your church or who you have met. Your image is shaped by the company you keep.

Radio

75 Have a signature open and close for all your audio announcements. Use a professional voice-over announcer to set the tone for your ministry.

76 Maximize your ministry message by buying block programming on radio. Radio is an easy media for production and a lot less expensive than TV time. This is a great place to start your media ministry.

77 Promote your ministry book or products by being a guest on radio talk shows. Hire a publicist to set up a satellite radio tour. You can be a guest on multiple talk shows nationwide in one day from the comfort of your office.

78 Call into local talk shows and voice your comments and God's wisdom on issues. Become a regular caller and always identify yourself as a way of exposing your ministry to that audience. The host may even invite you to be regular on the show or offer you your own program.

79 Become known to the media as a minister who understands and respects their craft. Be sure to show up for every radio interview once a time has been confirmed. This shows high integrity. Media people talk to each other. You want the reputation of being a "good guest."

80 Produce a signature music bed for all your audio spots. Use it as background music for your intro and closes and other ministry announcements.

81 Put your messages or radio spots on your ministry's telephone "hold buttons." People will sample your ministry messages or get information about upcoming events while being placed on hold.

82 Hire a media trainer to teach you how to answer interview questions with energy. With media training, you will be able to excel across all formats and connect immediately with all types of audiences.

83 Order the Bacon's Media Directories. Although expensive, they are the key reference manuals listing virtually every radio show, newspaper, magazine, and web site in the country. Another alternative is to hire a PR agency that uses these tools every day.

84 Attend the National Religious Broadcasters (NRB) Convention to meet and greet all the broadcast industry pros. Media people want good people to spotlight just as much as you want to be spotlighted. Have professional press kits assembled and ready for distribution.

85 Attend training seminars at the NRB to improve your overall media ministry. Learn the secrets to cutting-edge broadcast production.

86 Produce a "motivational moment" radio show and buy time on radio station across the nation. This is a good place to start getting your message out there. It will garner speaking invitations with the secular and Christian community. Load the show on your web site or email it out to your database on a MP3 audio file.

TV

87 Know what you want to convey and who your target audience is. Emphasize benefits and create a "look and feel" to resonate with that audience.

88 Seek the advice of a professional image consultant and get media training. That person can assure your look is both "camera ready" and sending the right message to the audience.

89 Hire a professional set designer for your TV broadcast. This is vital in enhancing your show's branding and ultimately the ministry.

90 Prepare to pay for really good media staff. At the minimum you'll need professional TV producers and directors. Editing is also where you need to hire a professional. You can train a volunteer staff to become camera operators and production assistants.

91 Spend the money when it comes to hiring professionals. You'll be able to tell the difference on the air. Bad programming is worst than having no programming.

92 Examine other TV ministry programs before launching your own. Write out what you like best about each one and discuss your vision with your media ministry team.

93 Get to really know the major networks: TBN, The Word Network, God TV, Family Net, TCT, INSP, TLN, The Gospel Music Channel, Daystar and LeSea Broadcasting. Know which shows conduct interviews and how your ministry fits their format.

94 Go on TV talk shows or morning news shows by sending press kits and following up with the producer. Having a book helps. Make sure you are familiar with their format. Call when you know they are not on the air!

95 Investigate camera equipment and lighting companies. Look for companies familiar with what you want to do in your ministry. Get references from others who have used their services and call them. Good lighting and camera equipment gets you on the "A" list for broadcast quality.

96 Launch your TV ministry when you can comfortably cover the cost for at least 6 months. Know that you may not see an immediate return on your investment until at least 6 months of being on the air.

97 Pick a station that reaches your audience. Buy prime time. It sends a message that the ministry is prime. Do Video On Demand (VOD) or streaming video if you cannot do a program.

98 Get "on camera" video footage of members at special events or make one Sunday a month "testimony time." Get testimonies from members to use in your video announcements and play on the ministry web site. Real live testimonies build up the faith of members and guests.

99 Learn about new equipment and cutting-edge techniques. Subscribe to industry magazines like Technologies for Worship Magazine and attend conferences sponsored by the National Religious Broadcasters

100 Inspire the media ministry by networking with other broadcast industry professionals by attending conferences, Christian and secular ones. Iron sharpens iron.

101 Tag your TV spots with upcoming events, products, and the website address. End the program on an upbeat note without asking for donations as the last message. Ask for donations and come back with a "spiritual nugget" that makes people feel good.

Website & Internet Publicity

102 Write a web site plan. Know what you want it to do before you build a site.

103 Create a favorable buying experience for your ministry products. Make the web site easy to use. Provide good customer service by shipping products within 5 to 7 days. Use auto responders when people make purchases. Make your site "shopper-friendly."

104 Attract people to your site by promoting it through frequent email campaigns linking back to the site. Have your site content-rich to keep visitors at your site, wanting to share it with others. This is called viral marketing.

105 Capture names of visitors by using a "squeeze page." Offer something for free like a CD or booklet if they provide their contact information. Get their email address at the very least so you can send the booklet in a PDF file or the CD as an MP3.

106 Publish a regular online magazine called an Ezine. This is a motivational tool for people to look forward to receiving. It has the ministry updates in it.

107 Include recent news hits in your ezine. Stream TV interviews and audio news clips. Use a template from an Internet database management company like Constant Contact. Go to <http://ministrymarketingsolutions.constantcontact.com> to sign up.

108 Join discussion groups. You can learn a wealth of information this way in any particular industry. There are groups for pastors, ministry communications professionals, Christian authors, or whatever your specialty. Look up your area of interest in Yahooogroups or Google.

109 Put banner ads on other sites that your target audience may visit. If it is *Gospel Today* or *GospelCity.com*, inquire about placing a banner ad on those sites. These ads are usually very inexpensive. You can promote your TV ministry schedule or other products.

110 Update your site frequently. Current information sends the message that you are current in your ministry. It keeps people coming back to your site. Try new things on your site like podcasting or webcasting. Keep it fresh.

111 Concentrate on great content so the search engine optimization will give you a high ranking when people are surfing online via search engines like Google or AOL. Adding links is another great way to increase your site rankings and get noticed among the search engines.

112 Add a "news room" to your site. The media will access your high-resolution photo (300 dpi), get a press release, ministry history, statement of faith and a good bio from this section. It makes their life easier and shows you're a pro at handling media interviews. This is also a good place to list other media hits that you have received like magazine articles, radio interviews, and columns you've had published.

113 Create a blog. Do this only if you have time to keep it up. A good blogger posts about 2 to 3 times a week. A blog is like a personal journal online. A blog is an abbreviation of "weblog." It is the online version of you. It's more personal and informal than a web site and visitors can respond directly to you. Go to www.blogger.com to set one up free.

114 Send out inspirational HTML emails to your database in addition to your regular Ezine. Announce events, upcoming interviews, or promote products. Use an HTML designer or a database system like Constant Contact - <http://ministrymarketingsolutions.constantcontact.com>.

115 Enlist other Internet publicity firms to send out special announcements or press releases. Good ones are *BlackGospelPromo.com*, *Blacknews.com* or *Gospelcity.com*. It's now a fact that 40% of the population receives their information via the web. Use a signature at the end of every email that includes your tag line, web site, and contact information.



MinistryMarketingSolutions.ConstantContact.com.