



# Tips for Promoting Soul Venture Concerts

*A Soul Venture concert is a perfect opportunity to build spiritual bridges and plant spiritual seeds with irreligious people!*

We have two goals for your concert: 1) to encourage and exhort the saints of the church and, 2) to serve as a bridge to lost people and prodigals. Therefore, it is very important that “lost” people in your community hear about the concert and receive an invitation from someone in your church. ***We want irreligious people to attend the concert!*** Our music is appealing to Christians and non-Christians alike. This is your advantage and enables your church to use the concert as an effective means of outreach.

## Tips for Successful Concerts:

1. **Enlist a Team:** Pastors are too busy leading the flock to effectively promote a concert. Therefore, we recommend that the pastor delegate this very important task to a team of 3 to 5 people with marketing “savvy.” Enlist your team, give them the specific task, give them a budget to work with, and turn them loose to do their thing! Don’t forget to check in with them on a regular basis and ask for progress reports.
2. **Start early!** Don’t wait until 2-weeks before the concert to start promoting it. Successful promotion requires at least 6-weeks of well planned methods, strategies, and messages.
3. **Use Our Ideas & Resources:** After many years of working in church leadership and working with churches, we know what strategies work. Use our ideas and resources. They are tried and tested!
4. **Build Synergy with the Piggy-Back Technique:** The word “synergy” is defined as “*the working together of two or more things, people, or organizations, to create a result that is greater than the sum of their individual effects or capabilities.*” Build a “HIGH IMPACT” weekend for your church by combining the concert with another event or two so that the various events and people create synergy. For example, combine a concert with a homecoming event, friend day, church anniversary, community picnic, capital campaign, family festival, church block party for the neighborhood, classic car show, quilting festival, corn hole tournament, etc.
5. **Use Your Local Media Outlets:** Hosting a Soul Venture concert is a GREAT “excuse” to toot your own horn and promote your church to the community. Ask your local Christian radio station to play our music and play a promo spot for your church and the concert. Ask your local paper to run a feature article on Kate. Place a display ad in your local newspaper. Get the concert listed on all print and electronic events calendars.
6. **Use multiple channels of communication:** If you promote and advertise the concert *within* your church only, thousands of people *outside* your church will never hear about the event. That would be a shame! Effective promoting requires that you get the message out in as many ways as possible including direct mail, radio, newspapers, email, phone tree, personal invitations, posters, flyers, letters, Power Point slides, audio promo spots during weekly services, announcements from the platform, etc. Don’t rely on just a few channels of communication because you will miss many people who do not listen to that specific “channel.”
7. **Use multiple locations:** Successful promotion and marketing requires that the message be placed at multiple locations. In practice this means that you will need to get outside the 4-walls of your church or organization if you truly desire to reach irreligious, secular people with the message of Christ. Think about creative ways that you can get the message out into the community. What types of establishments do people frequent the most . . . grocery stores, gas stations, convenience stores, public libraries, department stores, shopping malls, movie theaters, and . . . of course do not forget Wal-Mart! ☺

*Please turn page →*

## Specific Ideas for Promoting Your Event

1. **Request-a-Song Technique**: In the weeks preceding the concert, ask the members of your congregation to call or email your local Christian radio stations to request specific Kate Jordan & Soul Venture songs. (See “Radio Form” for details). Radio stations are very responsive to phone calls and emails that they receive from listeners! We will send a press kit and CD to your local station(s). We will also call the station to introduce ourselves. Your job is to ask a group of people in your congregation to call in or email specific song requests to the station(s) every week in the weeks preceding your concert. To facilitate this, we have listed every one of our songs by title, by style, and by project on our “Radio Form.”
2. **Print Ticket Invitations**: We will design a professional looking concert ticket for you. All you have to do is print them on card stock, use a paper cutter to cut them, and distribute them to your congregation. Ask your congregation to use these free tickets as personal invitations to their un-churched friends and neighbors.
3. **Read Our References Publicly**: People get excited about a concert and will invite their friends if they know the concert is going to be good. In the weeks preceding the concert, read some of our references publicly to your congregation during church services. Hearing what others are saying about us will definitely motivate your congregation to invite!
4. **Use PowerPoint**: We will design an animated, 30 second Power Point slide show that you can use to promote the concert on your projection screen before, during, and after your church services.
5. **Use the Newspapers**: We will design the display ad for you and handle all the negotiations with your local newspaper(s). Such advertising benefits you by giving your church positive exposure in the community. Use the concert as a reason to advertise your church!
6. **Play Our Demo CD**: Play our song samples before and after your church services over the house sound system. Say something like, “You were just listening to Kate Jordan & Soul Venture. They are going to be with us on \_\_\_\_\_.”
7. **Advertise on Websites**: Advertise the event in your organization’s website AND on the websites of Christian radio stations and other Christian organizations. If you ask nicely, they will help you out.
8. **Use Email**: Send out periodic email notes and advertisements to your church email distribution list.
9. **Use Print**: Advertise the event in your bulletin, newsletter, and other print correspondence. Mail out postcards to the neighborhoods surrounding your church. One week prior to the concert, have the Lead Pastor/Executive Director send out a personal letter to all parishioners/members along with a flyer that advertises the concert.
10. **Use Voice Announcements**: Announce the concert each week during church services for at least 4 weeks in advance.
11. **Phone Tree**: One week before the concert, use automated phone calls (e.g., Phone Tree technology) to call your parishioners with a reminder about the concert. See link below for information on this useful tool.  
<http://www.phonetree.com/faithbased/index.html>
12. **Posters**: Mount our posters throughout your building and in high traffic locations in the community.
13. **Door Hangers**: Canvass your neighborhood and put door hangers on each door promoting the concert.
14. **Windshield Wipers**: Go to the local shopping mall/shopping center and put flyers underneath windshield wipers of each car in the parking lot.
15. **Community Outreach**: Combine the concert with a community outreach event. See our “Outreach Form” for many excellent ideas on how to do this. Use the concert as a “hook” to get people to church the next day.
16. **Fish the Pond**: Challenge each of your members to invite at least ONE un-churched, irreligious friend to the concert. Ask each member to submit the name and address of that friend. Two weeks before the concert, send each prospect a personalized, written invitation and a flyer.
17. **Give Incentives for Desired Behavior**: Rewarding good behavior is always a good idea! Offer your congregation incentives for inviting and bringing their friends and neighbors to church. Have a drawing for the top 5 people who invited the most friends. Give prizes, gift certificates, cash, or other tangible items for inviting and bringing friends. We’d be happy to give you some CD’s to give as prizes.