

ARRAY ^{OF} HOPE

AWAKENING HEARTS

MARKETING PLAN



ARRAY ^{OF} HOPE

MARKETING PLAN

The success of this concert event is largely dependent on the marketing of Array of Hope to your community. Once people are made aware of the uniqueness and powerful message of Array of Hope, many will want to come to the concert. Our hope is to draw both active and inactive Catholics to the event. Once attendees experience our concert, their hearts will be opened to the Holy Spirit, drawing the disengaged back to the Church and offering practicing Catholics a deeper perspective of their faith.

This marketing plan has proven to be effective if followed closely.

VOLUNTEERS NEEDED

- » **COMMITTEE DIRECTOR:** Someone to oversee the work of the volunteers, prepare the performance area for the event, make hospitality provisions for the Array of Hope cast and crew, and oversee any additional things the parish may add to the event (ex: the selling of food, etc.).
- » **Four committee leaders** must be chosen (the number of volunteers under each committee is to the discretion of the hosting parish):
- » **COMMITTEE TIMELINES:** Once the Committee leaders have been formed for each (co-) hosting community, they are to follow their respected timelines along with their volunteer groups.

1. Printing and distribution of fliers and posters	4
2. Ticket Sales.....	5
3. Public Relations	6
4. Internet, social media, emails, website.....	7

1

PRINTING AND DISTRIBUTION OF FLIERS AND POSTERS

- » **12-11 WEEKS PRIOR TO THE EVENT (MAIN HOST):** The Main Host Committee Leader must provide all of the event details (including the contact information of all Ticket Sales Committee leaders) to the Event Coordinator so that flyers are created by the Array of Hope Graphic Designer. Please note that every co-hosting community will have a unique flyer with their own contact information
- » **10 WEEKS PRIOR TO THE EVENT (ALL):** Array of Hope Concert Fliers and posters are to be printed by a professional printer or something comparable such as Staples, Office Depot, etc. (Consumer copiers or black and white photocopies are not to be used)
- » **9-4 WEEKS PRIOR TO THE EVENT (ALL):** Posters and fliers must already be displayed throughout your communities
 - » Distribute fliers to local businesses, libraries, and local schools
 - » Distribute fliers to neighboring Churches
 - » Place a stack of fliers in an area of the church where they are available to be picked-up.
- » **4-1 WEEKS PRIOR TO THE EVENT (ALL):** Ensure that all local parishes, schools, youth groups, Religious Education Programs, ministries, organizations, and businesses have the event flyers.

2

TICKET SALES

- » **12 WEEKS PRIOR TO THE EVENT (ALL):** Cohosting communities will designate a contact person with a phone number for Ticket Sales (Ticket Sale Committee Leader)
 - » The Ticket Sale Committee Leader will keep tabs on all ticket sales and report their progress to the Main Host Director.
 - » Tickets assigned to each co-host will be dispersed to all of the committee members and volunteers (each volunteer will be assigned a set number of tickets to be sold).
- » **10-1 WEEKS PRIOR TO THE EVENT (ALL):** Ticket details need to be available at the parish office, school, parish center, local organizations, etc.
- » **6-1 WEEKS PRIOR TO THE EVENT (ALL):** Coordinate volunteers to cover all Masses, CCD classes, and parish functions where tickets can be sold. Volunteers could be teachers of various schools, parents who participate in community functions, or volunteers.
- » **4-1 WEEKS PRIOR TO THE EVENT (ALL):** Be present for ticket sales after Mass, after school, etc. while showing the Array of Hope Promotional Video (to draw more people in).

3

PUBLIC RELATIONS

- » **12-10 WEEKS PRIOR TO THE EVENT (ALL):** Gather all of the contact information from your local parishes, schools, Religious Education Programs, Family Ministries, and other communities to promote this event and start reaching out.
- » **9-7 WEEKS PRIOR TO THE EVENT (ALL):** Contact all local schools, churches, youth and family ministries, organizations, and businesses within your designated area to promote the event. You can use our Media Kit which is available on our website. The [Media Kit](#) can be copied, downloaded as a PDF file, or printed as a hard copy.
- » **9-6 WEEKS PRIOR TO THE EVENT (MAIN HOST):** Contact the Diocesan newspaper.
 - » When notifying the press, two objectives should be discussed:
 - a press release prior to the event ([Press release](#) can be found on our website)
 - coverage of the concert.
 - » Good positive exposure of Catholic events is important in creating a strong perspective for the church.
- » **4 WEEKS PRIOR TO THE EVENT (MAIN HOST):** Send press releases to all the local papers.
- » **4-3 WEEKS PRIOR TO THE EVENT (ALL):** Place an announcement in your church bulletin, school paper, and all local ads. [Announcements](#) to be made at the end of all Masses up until the event date, during Religious Education Programs, Youth programs, family programs, etc.
- » **2 WEEKS PRIOR TO THE EVENT (MAIN HOST):** Confirm that the Diocesan/ Local journalist will be present at the event. Continue making announcements.
- » **1 WEEK PRIOR TO THE EVENT (ALL):** Continue making announcements at masses, classes, meetings, programs, etc. in your designated area.

4

INTERNET, SOCIAL MEDIA, EMAILS, WEBSITE...

- » **12-10 WEEKS PRIOR TO THE EVENT (ALL):** Gather all of the contact information from your local parishes, schools, Religious Education Programs, Family Ministries, and other communities to promote this event and start reaching out.
- » **9 WEEKS PRIOR TO THE EVENT (ALL):** Have an official kick-off for the Array of Hope event in your community by making mass announcements, bulletin ads, school newspaper articles, email blasts, social media posts, and electronic flyers.
- » **6 WEEKS PRIOR TO THE EVENT (ALL):** Place “Array of Hope” as an upcoming featured event on parish and school websites. Add a short description and link to the Array of Hope promotional video (which the Array of Hope Staff will provide).
 - » Share the event on social media (Facebook, Twitter, Instagram, Snapchat, LinkedIn) and ask parishioners to share also, continue sharing until the event date.
 - » Share Array of Hope promotional videos and www.arrayofhope.net
 - » Form a committee of teenager volunteers who can share this event on their social media as well (their work could fulfill service hours)
- » Utilize our [Social Media Toolkit](#) on our website to create posts on your social media pages. It contains all necessary links, handles, photos, and other shareable content.
- » **4-2 WEEKS PRIOR TO THE EVENT (ALL):** Send an email blast with the electronic flier and a link of the promotional video to all parishioners and families with children in the schools, parishes, organizations, and ministries.
- » **1 WEEK PRIOR TO THE EVENT (ALL):** Send a final email blast with the electronic flier and a link of the promotional video to all parishioners, families, and children within your community.