

# **ALABAMA BAPTIST STATE BOARD OF MISSIONS**



## **PRINCIPLES FOR EFFECTIVE PROMOTION**

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# **Table of Contents**

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**Page 1 - What Does It Mean to Be an SBOM Event?**

**Page 2 - Calendaring**

**Page 4 - Forms**

**Page 5 - Graphics vs A/V**

**Page 6 - What Does Calendaring Do?**

**Page 7 - Limitations of State Board Promotion**

**Page 8 - What Can You Do?**

**Page 9 - Building An Audience**

**Summary**

# What does it mean to be an SBOM Event?

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## 1 There is sponsorship or other financial tie

A State Board event is an event the State Board of Missions pays entirely for or, in some way, contributes to the cost of the event.

## 2 Office has some input to the content or schedule

In order for an event to be considered a SBOM event, there must also be some authority given to the representing office to make content or schedule decisions. There must be some kind of shared control with the partner if the event doesn't entirely originate from the representing office.

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**If both criteria above are met, the event qualifies as a State Board event and can be promoted. However, there are some other considerations.**

- Does the event show clear ties to the State Board of Missions?
  - Even if the criteria above is met, the State Board connection must be communicated to other event sponsors and attendees. Make sure there is language explaining the connection to the State Board and that the SBOM logo is present in some fashion to visually create the same connection.
- Take a close examination into who you partner with.
  - Make sure you know your partner well so that an easily correctable mistake doesn't happen such as a problematic speaker or stance that would reflect negatively on the State Board.

## What if my event doesn't qualify as a State Board event?

- Reconsider your event using the above requirements and adjust your event so that it qualifies - ex. pay for attendee registrations
- Promote the event on your personal social account and office specific channels
- Cite or share the event as a valuable resource to your audience

Consider: Events promoted personally and through office channels should be handled with the same scrutiny to protect the State Board of Missions.

# Calendar

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1

**Thoroughly  
Consider Event**

2

**Locate Events  
Calendar Form**

3

**Answer Each  
Question**

4

**Consider  
Registration**

5

**Confirm Email  
Receipt**

## 1 Thoroughly Consider Event

- Plan through as much of the event as possible before you submit it for calendaring. This will help you design the event and provide us the information we'll need for promotion.
- Events will follow different timelines. You could calendar an event a year out, couple months out, etc. A good rule of thumb to follow, however, is establishing all the event information and design so that it can be promoted 3 months in advance.

## 2 Locate Events Calendar Form

- Once you have done the prep work of thoroughly working through the details and elements of your event, you will be ready to begin submitting the initial form for getting your event approved and promoted.
- The form is located on the Public Teams Drive, not the previously used p-drive.
- Pathway: ALSBOM Team Drive - Public - General - Communications Services Forms - SBOM Events Calendar Form. This link takes you to Event Submission Form. (If you have any issues, contact the Communications Office.)

# Calendaring

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## 3 Answer Each Question

- Every question on the form, whether required or not, is intentionally placed to help us in the promotion of your event. Please consider each of your answers and answer every question possible/applicable.

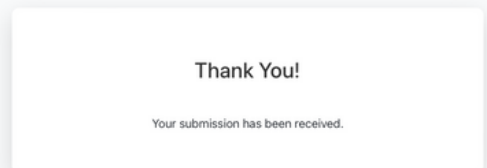
## 4 Consider Registration

- You already worked through this some in step 1 when you decided this event would be free or requiring attendee cost. However, there are some additional considerations you might think through when deciding if you need registration or not, regardless of expense to the attendee\*:
  - Assisting the host venue in coordinating registration.
  - Collecting emails to contribute to your growing audience.
  - Contact collection for direct communication to attendees or registrants about changes to the events.

\*Because of these potential benefits we always recommend creating registration.

## 5 Confirm Email Receipt

- After your form submission, you will be taken to a screen that thanks you for your submission. This is your confirmation that your form was actually submitted.
- Once your form is submitted, the Communications Office will email you a copy of what you submitted to the form. If you do not receive it in a timely manner, email Amy for your copy.



Completing this process thoroughly and passionately is the most effective way to help your event, protect the State Board of Missions and timely institute promotion. It is best for every party involved for this procedure not to be treated as part of a checklist but with high importance.

# Calendaring

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## - Forms -

There are multiple forms you need to be aware of outside the Event Submission Form for calendaring. All of these forms are in the same folder on the Public Team Drive. Below is a brief outline of the forms and their purposes.

### **Event Submission Form**

- Our Calendaring Form - Begins promotion and approval by Executive Office.
- Supplies information the Communications Office needs to promote your event.
- Provides opportunity for you to specify what A/V needs, such as event recording, you have and possible unique or creative promotion ideas.

### **Facilities Calendar Form**

- Required for events located in the ALSBOM facility.
- Communicates to the Facility Services Office your needs and secures the room to avoid conflicts.
- Pre-approval from the Executive Office is needed to begin.
- Event Submissions Form for events at the facility should be completed after the Facilities Calendar Process.
- Additional approval required for after hour events in the facility.

### **Graphics Request Form**

- Used to submit projects for graphics, in accord with events and unrelated to events.
- Allows for the submitting of concepts including sketches, rough concepts, etc for discussion in the vision meeting.
- Requires the submission of a due date by which you need the project completed. Please provide enough lead time to have project completed.

# Calendaring

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## - Graphics vs Audio Visual Needs (A/V) -

Although used interchangeably, the two terms mean very different things. Here are some helpful definitions, distinctions and examples as you begin submitting forms and asking for assistance.

### **Graphics** -----

Graphics will refer to anything visual over a number of mediums. It is not purely digital or print, but generally involving a combination of both. If you are discussing anything as a visual element it probably involves graphics.

### **A/V** -----

A helpful way to think about Audio-Visual needs is to think of them as live event support. A/V needs will generally revolve around the elements that serve your in house audiences during events and help record or distribute your events outside of your event attendees. It also includes, however, the videos you might desire to create for events, initiatives or other things driving promotion.

#### **Graphics**

- Banners
- Posters
- Logos
- Print Mailers
- Stickers
- Buttons
- Event Displays

#### **A/V**

- Videos
- Recording
- Live Stream
- Equipment Rental

# **Calendaring**

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## **- What Does Calendaring Do? -**

### **1 Executive Office Approval**

Each event is approved by the Executive Office. Once an office has submitted their event through the calendaring process it is sent to the Executive Office for approval to insure no calendar conflicts or other issues.

### **2 Begins State Board Promotion Process**

Once an event has been approved by the Executive Office, it is processed by the Communications office which includes proofing descriptions and other copy. This is the stage of the process where it is crucial to have provided detailed information so that we can more effectively promote your event.

Promotion Avenues:

- Social Media
  - Your event is regularly promoted roughly 3 months out with submitted artwork and information numerous times on the ALSBOM Social Media accounts including Facebook, Instagram and Twitter.
- ALSBOM Event Email
  - Weekly email (soon to return to monthly) promoting to the general ALSBOM audience about events happening in the month.
- TAB Insert
  - Small section of the newspaper to place event information or other initiatives at the discretion of the Communications Office director.
  - TAB advertising can be submitted separately.
- Other Communications Office Avenues
  - Special initiatives or events might receive a reference in Dr. Lance's monthly updates or through other specially designed initiatives from the Communications office.



# **Calendaring**

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## **- Limitations of ALSBOM Promotion -**

### **1 Broad Audience**

Posts about events and initiatives from our offices are sent to everyone that follows the State Board accounts. This prevents specific messaging to the audiences more likely to be interested.

### **2 Secondary Voice**

Our promotion comes from a secondhand account of the event and is not as powerful as when it comes directly from the office. Since Communications doesn't create office events, promotion originates from an incomplete understanding and only what is supplied through the calendaring process.

### **3 Too Much to Share**

There is too much going on through the State Board of Missions to devote adequate amounts of energy, attention or space on platforms to each office's work or events and still be effective. This means that much gets lost in State Board Communications that would be present in direct communications from each office.

### **4 Tailored Messaging**

Tailoring promotion to the audience most likely to engage and support your content and work is always more effective than advertising everything to everyone in the hopes that some would react. The general audience that the State Board interacts with is too large to effectively segment. Simple Example: Men's Ministry more effectively communicates if they design everything for men than women.

# Promotion

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## - What can you do? -

### **1 Be a Promoter**

The first thing your office can do is to be sure that you own all your events. 'Own' in the sense of taking care, time and attention to assist in getting the word out about the work your office is doing and its events. The worst thing you can do is think that by calendaring, the communications office will have everything taken care of or that without encouragement people will actively promote your office's work.

### **2 Build an Audience**

You need to grow your office's raving fans. You want to be able to identify and easily communicate with people who want to buy into the ministry of your office. The avenues to build and communicate with your raving fans include but are not limited to:

- Engaging Associational Missions Strategists
- Direct Email
- Social Media
- Mailers
- Word of Mouth

### **3 Network**

Networking is connecting yourself into a larger group. Taking advantage of what is already going on around you to connect your office to the people who need its ministry is an effective way to get the ear of your target audience. It also provides you an opportunity to be an authority in the same space that will garner better response to what your office is trying to accomplish. An example of this is Scotty Goldman, director of Global Missions, regularly attending Mission Celebrations at local churches.

# Promotion

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## - Building an Audience -

### 1 Association Missions Strategists

You already have a collection of raving fans, the Association Missions Strategist. This group extends your ministry to the state and already wants to be aware of and partner with you in your work. Make sure they are always connected with during the planning of your events and when promoting what your office is doing. When beginning your audience you want to start with assembling their contact information and including them into all your communications.

### 2 Email

Begin thinking of ways your can resource and encourage your audience. One of the easiest ways is through an email newsletter. As you produce content that will benefit your audience they will be drawn in to what you are accomplishing. Then email will become an easy way to promote and recruit people into your office's ministry.

We have a process through which your office can participate in to get started using MailChimp for this end. You cannot use email to regularly send mass emails to particular audiences. We are encouraging at least one individual per office to get familiar with MailChimp for office control of this method.

### 3 Social Media

- Personal Account
  - Your personal social account is a perfect platform to share about your office's ministry. Genuine story sharing and passion about what you do will make this a great place to win fans and grow your audience.
- Corporate Account
  - Creative approaches sent to the SBOM social account and to your office account (if your office has one) are still affective on both fronts.
    - Social Media Videos from your Event Personalities shared to your account and theirs.
    - Video created to promote your event in assistance with Communications

# Promotion

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## - Building an Audience -

Note: Social media is not as affective as it once was. Your organization and personal page ought to share standard content such as photos or links, but will be more effective if a creative approach is taken.

### 3 Mailers

The prevailing mindset for marketing at present is multi-medium approaches. This means promoting in as many places across multiple forms like print or digital. Mailers are a valuable tool in achieving that. In addition, some of our Alabama Baptist audience find it difficult to interact with us digitally due to some technical challenges such as internet access. Mailers may be the only way you reach some audiences. The same rule of creativity applies here as with social media. You want to think out of the box so that your particular design will get noticed.

Process for requesting a mailer:

- Submit a Graphics Request Form
- Submit Addressing Request Master Form (Taylor Mills)
- Get Executive Office approval
- Work with Communications or preferred contractor (such as Dogwood Media Solutions) to finalize concept, art and copy
- Schedule mailing

### 4 Networking

Going to events where your target audience is helps build relationships with that audience and will encourage a greater chance of buy in from them with a personal touch. Additionally, becoming an exhibitor, setting up a booth and taking office materials such as a brief pamphlet explaining who your office is and what it does helps build authority for your office. This authority will incline people to take interest and participate in your office's ministry. Example: Youth Ministry Office and Conclave, an event designed for youth ministers.

# Promotion

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## - Building an Audience -

### 5 Word of Mouth

Word of Mouth is a promotion avenue that is culminated and made more powerful once you have begun building a captive audience. After a buildup of influence and gathering an audience, when you speak it will be attended to and others will speak about your office and ministry on your behalf enlisting their sphere of influence to support your office's ministry. In other words, word of mouth is more effective after you have established a routine in the avenues above.

Word of Mouth is also a principle that should affect the way you select personalities for initiatives and events. You should look for personalities with ties to Alabama that will benefit from connectivity and people sharing about your event or bringing more people with them.

Characteristics of Word of Mouth:

- Happens organically once a person sees you as an authority or has excitement about your office's ministry.
- Requires the most work to be effective.
- Most influential avenue in seeing the number of people engaging with your office.

# Summary of Handout

- Know who you are, what your office does and how you relate to Alabama Baptists. Have the entire office understand this and represent this wherever they are. This will help you promote your office well and to the correct audience.
- Take ownership of everything your office does. Take time to meticulously approach your ministry - events or otherwise - so the communications office can effectively partner with you and your office can be more successful.
- Follow our procedures not because we love rules but because it will help everyone involved.

**Please contact the Communications Office with any questions about calendaring or promotion.**

