

ARRAY ^{OF} HOPE

AWAKENING HEARTS

MARKETING PLAN



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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):

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

1

PRINTING AND DISTRIBUTION OF FLIERS AND POSTERS

- » **8 weeks prior to the event:** Fliers and posters need to be printed with the design provided by Array of Hope. They must 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.
- » **7 weeks prior to the event:**
 - » Posters and fliers must be displayed throughout the church and schools
 - » 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
 - » Distribute fliers to youth ministry, CCD classes, and other parish ministries. Inform CCD parents when they pick up their children and hand-out fliers.

2

TICKET SALES

- » Assign a contact person with a phone number and email for people to request tickets. Tickets also need to be available at the parish office, school, parish center, etc.
- » **3 - 4 Weeks prior to the event:** Sell tickets after all Masses while showing the provided promotional DVD video-loop.
- » Volunteers must be assigned to sell tickets after each Mass!



3

INTERNET, SOCIAL MEDIA, EMAILS, WEBSITE...

- » 6 Weeks prior to the event:
 - » 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.
 - » Share the event on social media (Facebook, Twitter) and ask parishioners to share also, continue sharing until the event date.
 - » Share Array of Hope promotional videos and website (www.arrayofhope.net).
- » 4 weeks prior to the event: Parish and school email blast with PDF file of the flier and a link of the promotional video to all parishioners and families with children in the schools.
- » 1 week prior to the event: (REPEAT) Parish and school email blast with PDF file of the flier and a link of the promotional video to all parishioners and families with children in the schools.
- » Please visit our [Social Media Toolkit](#) page for all necessary links, handles, photos, and other shareable content.

4

PUBLIC RELATIONS

- » 4 - 6 Weeks prior to the event:
 - » Contact the Diocesan newspaper.
 - » Send press releases to all the local papers. Press release can be found on our website.
 - » (Optional) AOH will create graphics for ads in local newspapers
 - » Our Media Kit is available at arrayofhope.net/social-media-toolkit.
The Media Kit can be copied, downloaded as a PDF file, or printed as a hard copy.
 - » An announcement is to be added in the bulletin. Pulpit announcements and bulletin inserts can be found on our website.
- » 3 Weeks prior to the event: Announcements to be made at the end of all masses up until the event date (Announcement Script to be provided by AOH in the Media Kit).

When notifying the press, two objectives should be discussed: a press release prior to the event and coverage of the concert. Good positive exposure of Catholic events is important in creating a strong perspective for the church.