



FILL SEATS WITHOUT BREAKING THE BANK



CHECKLISTS FOR
PROMOTING
YOUR BIG EVENT

Fill Seats Without Breaking the Bank

checklists for promoting your big event



Easiest Big Time Events
Kidz Blitz Ministries
KidzBlitz.com

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The Lowdown on Kidz Blitz Ministries

Kidz Blitz Ministries is a non-profit organization started by Roger Fields to create a fun experience that communicates the love and grace of Jesus in a new way.

INVOLVEMENT We turn spectators into participants.

A LITTLE DEEPER Ministry should go beyond virtues and values. It is more than behavior modification. When your kid grows up and goes to college, he will not remember a message on honesty or obedience, etc. What will stick with him is his own ongoing relationship with the Lord.

Big truths to grow into takes kids
further than small values.

Now that you have secured your event date, use this checklist to fill your seats.

Relax. You can do this!

Before you get started, don't forget to check out your performer's rider.

Take a deep breath.

People will come.

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What Are Sneezers?

Sneezers are the first people to adopt a remarkable idea and tell others about it. They are the first to try that new restaurant downtown and rave about the appetizers on social media. You read their posts that make you want to go there on your next date night. You loved it so much you told your sister and so on and so on. A place, event or idea takes off like a bad cold in a 1st grade classroom.

Sneezers are your marketing dream team.

Social media and Sneezers work hand in hand. To fill the seats for your event, you will choose extroverted people to be your Sneezers.

Who should I ask to be my Sneezers?

Your Sneezers are a minimum of 4 people who are committed and involved in your church. 3 must be social-media-savvy. This is probably obvious, but these 3 must be active in the social media type you assign to them. The 4th should be that outgoing person in your church who everyone knows. More than 1 person can fill each role. The more the better!

Sneezers fill these 4 roles: Live Sneezer, Facebook Sneezer, Instagram Sneezer and Twitter Sneezer.

You do have Facebook, Instagram and Twitter, right???? If not, get moving!! This stuff is important!

Importance of Social Media

Why do I need Facebook?

936 million people log onto Facebook daily. That's more than the number of people who pass a billboard, watch a commercial or walk into all McDonalds in the world combined. And Facebook is FREE! Your target audience is in that 936 million and they're easier to find than you think.

Why do I need Instagram?

Instagram has recently surpassed Twitter, its senior, with 300 million users. 53% of online Americans, ages 18-29, use Instagram. And its FREE too! If your target audience is 18-29, why not market to 53% of them for free?

Why do I need Twitter?

Twitter is great for certain kinds of events, like conferences or professional speakers. Twitter is #1 in social media for news and opinion. This is where hashtags are most important. Keep in mind, it's free.

Why do I need a hashtag?

You need a hashtag if your target audience uses social media. A hashtag is a hyperlink. Social media users gather information on a topic by clicking the hashtag.

When a hashtag is used often, people get excited about the event associated with it. This concept is called trending.

New to hashtags? It is really just a word or phrase that begins with a # and has no spaces, ie. #kidzblitztips. What now? Include it at the end of your posts or tweets. That's all.

Note: Hashtags on Facebook are not as important as on Twitter and Instagram, but they still connect people to other posts on the same topic.

TIPS for choosing the right hashtag

The first thing to do when planning your event is to choose the right hashtag. Here's some tips to go by.

1. Unique. If it's already being used on Twitter or Instagram, pick a new one. To see if yours is being used, type it into the search window.
2. Makes sense. Don't choose something like #fnkdzevnt for Fun Kids Event.
3. Short. Remember, the longer the hashtag, the less room for the actual message.
4. Not dated. Don't limit the use of your hashtag by including a numerical date or day in it.

The MAIN Checklist

let's get sarted

What you won't find on this checklist is actually the most important thing. Prayer. Pray that the Holy Spirit will draw the kids and families He wants to be at your event.

8 Weeks to SHOWTIME!

- Decide whether or not to give away tickets for free or sell them (See pgs 28-30 for tips)

 - Set a ticket release date for the Sunday 3 weeks before show time.

 - *Download performer's media: video commercials, logo, & pictures to use in kid's church, big church, website and social media.

 - Work with church webmaster to create website presence.

 - Select at least 4 people to be Sneezers and give them written descriptions of their roles and tasks with event details. (See pgs 19-24)
- Sneezers are people who are the first to adopt an idea and tell everyone else about it. Your marketing Dream Team!
- Make a cute or unique video of you inviting people to the event to be shown in church and social media.

 - *Design and order printed media: handouts, posters, tickets. Don't forget to include the hashtag.

* Blitz Ministries offers all kinds of download ready media for our events. Check it out at <http://kidzblitz.com/downloads-promotional-material/>.

7 Weeks to SHOWTIME!

- Email pictures, videos and logo to the Sneezers for sharing on social media.

- Choose your Facebook advertising.
 1. Create an ad. This option will drive the most people to your page and cost the most.

 2. Boost a post. Cheaper but will not have the same traffic results as an ad.

- Text reminder to the Sneezers to make first event posts on social media this coming Sunday with your first church announcement.

- Order event t-shirts for the Sneezers.

- Read [pgs 25-27](#), Windshield Advertising.

- Buy window paint markers for next week's windshield painting station.

- Recruit volunteers for windshield painting station.

6 Weeks to SHOWTIME!

- ❑ Hang posters around church and schools

- ❑ SUNDAY: You and the Sneezers will make the first event announcements in church and on social media.

- ❑ SUNDAY: Show both the invite video and video commercial in church. If you can't show both, show the commercial.

- ❑ SUNDAY: Make a church announcement for the windshield painting station.

- ❑ SUNDAY: Open windshield painting station in the church parking lot.

5 Weeks to SHOWTIME!

- Text reminder to Sneezers to post on social media daily.
- Invite area churches and tell them you will give them a shout out at the event if they attend. Send them the video commercial.
- *Provide event details and/or bulletin inserts to person in charge of the church newsletter or bulletin. Distribute starting next week.
- SUNDAY: Show both the invite video and commercial video in church. If you can't show both, show the invite video.
- SUNDAY: Make a church announcement for the windshield painting station.
- SUNDAY: Open windshield painting station in church parking lot again.

* Blitz Ministries offers all kinds of download ready media for our events. Check it out at <http://kidzblitz.com/downloads-promotional-material/>.

4 Weeks to SHOWTIME!

- Text to Sneezers: “Make a big deal over the ticket release date coming up”
- Confirm that your event details are in this week’s church newsletter and/or bulletin.
- Call 10 local food places. Here are 5 things to ask permission to do:
 1. tape event info to the middle of tables
 2. place info cards at the registers
 3. display framed bulletin insert on check out counters
 4. use info sheets on their food trays
 5. hang posters
- If they say yes, go do it. ^^ Or delegate to your Sneezers.
- Buy A LOT of canned sodas for next week’s ticket sales.
- SUNDAY: Bulletin inserts are distributed.
- SUNDAY: In church play a new song or new video clip of performer.
- SUNDAY: Make these church announcements:
 1. Windshield painting station open for last time
 2. Tickets go on sale next week
- SUNDAY: Open windshield painting station in church parking lot.

3 Weeks to SHOWTIME - Ticket Release Day Is This Week!

- Give Sneezers event t-shirt.

- Remind Sneezers to be at the ticket table/box office Sunday.

- Remind Sneezers to announce on social media “This Sunday only, get a free soda when you buy your tickets!”

- SUNDAY: Announce in church: This Sunday only, get a free soda when you buy your tickets!

- SUNDAY: Give printed media to all church attendees.

- SUNDAY: Show new promotional video in church if you have one.

- Give a free soda to every person who buys tickets.

2 Weeks to SHOWTIME!

- Sell tickets in person and online.

- Buy glow sticks to give away the last Sunday before event.

- SUNDAY: Make this announcement: 2 VIP passes to the person who shares/tweets/comments on social media event posts most in the next 4 days!

-VIP Passes include: 10 minutes in the Green Room with performer, front row seat, and event t-shirt

1 Week to SHOWTIME!

- ❑ Sell tickets in-person and online.
- ❑ Plan with Sneezers to light up social media this last week before your event.
- ❑ LAST SUNDAY: Show your best commercial video one last time.
- ❑ LAST SUNDAY: Give a glow stick to everyone who buys a ticket.
- ❑ LAST SUNDAY: Offer 2 more VIP passes to person who shares/tweets/comments most on social media event posts in the last days.

Sneezers' Checklist

For the Sneezer Boss (that's you)

Sneezers are the first people to adopt a remarkable idea and tell others about it.

You will need 4 people who are stoked about the event. 3 of them should be social media savvy. The 4th should be that outgoing person in your church who everyone knows. More than 1 person can fill each role. The more the better! Assign each a role: Live Sneezer, Facebook Sneezer, Instagram Sneezer and Twitter Sneezer.

Be sure to share with your Sneezers what a Sneezer is and to get out there and spread the news about your event like a fast moving virus!

After you talk to your Live Sneezer:

Sneezer's Name _____

- Give him his checklist from pg 21.
- Give him a Sneezer gift (i.e. a bottle of hand sanitizer with a ribbon)

After you talk to your Facebook Sneezer:

Sneezer's Name _____

- Make your Sneezer a Facebook page admin. They can now post as the church.
- Give him his checklist from pg 22.
- Send him the performer's media: pictures, videos etc.
- Give him a Sneezer gift (i.e. a bottle of hand sanitizer with a ribbon)

After you talk to your Instagram Sneezer:

Sneezer's Name _____

- Give him his checklist from pg 23.
- Send him the performer's media: pictures, videos etc.
- Give him a Sneezer gift (i.e. a bottle of hand sanitizer with a ribbon)

After you talk to your Twitter Sneezer:

Sneezer's Name _____

- Give him his checklist from pg 24.
- Send him the performer's media: pictures, videos etc.
- Give him a Sneezer gift (i.e. a bottle of hand sanitizer with a ribbon)

Live Sneezer Checklist

Your #1 job: **Create a buzz about your event using your winner's personality. You are the first to adopt an idea, and your praise of it validates it to others who will be slower to get on board.**

In other words, if you say something is awesome, people will believe you.

Event:

Date:

Location:

Cost:

Hashtag:

Do this every week

- Tell people about the event happening soon. Don't leave out this info:
 1. ages geared for
 2. date/time/cost
 3. ticket release date
- Talk! Talk! Talk! Do what you do the awesome way you do it!

6 Weeks to Showtime! Dates: _____

- Invite Facebook friends to like the church Facebook page.
- Use the phrase, "Did you hear about...(event)?"
- SUNDAY: Get your windshield painted.
- SUNDAY: Tell people about getting their windshield painted in the church parking lot today to help tell your city about (event)!

5 Weeks to Showtime! Dates: _____

- Tell everyone you see to get their windshield painted in the church parking lot to help tell your city about (event)!

4 Weeks to Showtime! Dates: _____

- The windshield painting station is open again. Tell people.
- Post a pic of your painted windshield to whatever social media outlet you prefer.

3 Weeks to Showtime! Ticket Release Day is this week! Dates: _____

- SUNDAY: Talk about this: Tickets are on sale today! Get a free soda with your tickets!
- SUNDAY: Wear your event tee!
- SUNDAY: Only help at the Box Office if you are really needed. You are more valuable as a mobile Sneezer who can reach people in other places.

2 Weeks to Showtime! Dates: _____

- SUNDAY: Talk about this: 2 VIP Passes to the person who shares/tweets/comments on the social media event posts most in the next 4 days! VIP Passes are 10 minutes in the Green Room with the performer, front row seat, and event t-shirt.
- SUNDAY: Wear your event tee.
- Talk it up!

1 Week to Showtime! Dates: _____

- SUNDAY: Talk about this: 2 MORE VIP Passes to the person who shares/tweets/comments on social media event posts most in the next 4 days!
- SUNDAY: Wear your event tee.
- Last chance to talk it up! Sneeze that virus on er'body!

Your #1 job: **Create a buzz about your event using your church's Facebook page.**

IMPORTANT: Save/Store the media your Sneezer Boss sends you

Event:

Date:

Location:

Cost:

Hashtag:

Do this every week

- Post once per day. Use hashtag.
- Share your church page posts to your personal page.
- Tag pastors and church staff.

6 Weeks to Showtime! Dates: _____

- With permission, change cover photo to a picture with event information. Size is 851 x 315.
- Invite friends to like church page.
- Make 1st event announcement the same day as 1st church announcement. Include date, time, location, hashtag and a picture provided by the performer.
- Announce ticket release day. Use #.
- Create a countdown to event day.
- Post at least one per day
 1. Performer's video commercial
 2. Invitation video
 3. Performer's Pictures
 4. Memes
 5. Selfie video about how excited you are for the show!
- Make this post before Sunday: Get your windshield painted in the church parking lot this Sunday to help tell our city about (event)!

5 Weeks to Showtime! Dates: _____

- Post. Share. Tag. Every day.
- Make this post before Sunday: Get your windshield painted in the church parking lot this Sunday to help tell our city about (event)!

4 Weeks to Showtime! Dates: _____

- Post. Share. Tag. Every day.
- Post about the windshield painting station opening again Sunday with a picture of your painted windshield.
- Show some post love to the local places who let the Event Boss put out event info.

3 Weeks to Showtime! Ticket Release Day is this week!

Dates: _____

- Post. Share. Tag. Every day. (surely you got the hang of this by now)
- Post this: Tickets go on sale Sunday!
- Post this: This Sunday only, get a free soda when you buy your tickets!
- SUNDAY: Wear your event tee at the box office!
- SUNDAY: Take and post pics of people buying their tickets.

2 Weeks to Showtime! Dates: _____

- Post. Share. Tag. Every day.
- SUNDAY: Post this: 2 VIP Passes to the person who shares/tweets/comments on social media event posts most in the next 4 days! VIP Passes are 10 minutes in the Green Room with the performer, front row seat, and event t-shirt.
- Announce the VIP winner chosen by the Event Boss.

1 Week to Showtime! Dates: _____

- Post. Share. Tag. Every day.
- SUNDAY: Post this: 2 MORE VIP Passes to the person who shares/tweets/comments on social media event posts most in the next 4 days!
- Announce the VIP winner chosen by the Event Boss.
- Light up Facebook this week! Sneeze that virus on er'body!

TIP

It's ok to use the same performer picture multiple times, but change it up as often as you can.

Your #1 job: **Create a buzz about your event using your church's Instagram account.**

IMPORTANT: Save/Store the media your Sneezer Boss sends you

Event:

Date:

Location:

Cost:

Hashtag:

Username/Password:

Do this every week

- Post once per day. Use hashtag.
- Use your city and performer's # or @
- Tag pastors and church staff.
- Reply to questions posted on your pictures.

TIP

Your pics don't have to be event related as long as they have event detail text.

6 Weeks to Showtime! Dates: _____

- Download the Overgram app for adding text to pictures for Instagram.
- Follow as many church people as you can.
- Follow famous/influential local people.
- Make 1st event post the same day as 1st church announcement. Include date, time, church name, hashtag on a picture provided by the performer.
- Post ticket release day on any picture you want to use. Use #.
- Post at least one per day
 1. Performer's video commercial
 2. Invitation video
 3. Performer's Pictures
 4. Selfie video about how excited you are for the show!
- Post this before Sunday: Get your windshield painted in the church parking lot this Sunday to help tell our city about (event)!

5 Weeks to Showtime! Dates: _____

- Post. Tag. Reply. Every day.
- Follow everyone who follows you.
- Post before Sunday: Get your windshield painted in the church parking lot this Sunday to help tell our city about (event)!

4 Weeks to Showtime! Dates: _____

- Post. Tag. Reply. Every day.
- Post about the windshield painting station opening again Sunday with a picture of your painted windshield.
- Show some InstaLove to the local places who let the Event Boss put out event info.

3 Weeks to Showtime! Ticket Release Day is this week!

- Dates: _____
- Post. Tag. Reply. Every day. (surely you got the hang of this by now)
 - Post this: Tickets go on sale Sunday!
 - Post this: This Sunday only, get a free soda when you buy your tickets!
 - SUNDAY: Wear your event tee at the box office!
 - SUNDAY: Take and post pics of people buying their tickets.

2 Weeks to Showtime! Dates: _____

- Post. Tag. Reply. Every day.
- SUNDAY: Post this: 2 VIP Passes to the person who shares/tweets/comments on social media event posts most in the next 4 days! VIP Passes are 10 minutes in the Green Room with the performer, front row seat, and event t-shirt.
- Post the VIP winner chosen by the Event Boss.

1 Week to Showtime! Dates: _____

- Post twice a day. Tag. Reply.
- SUNDAY: Post this: 2 MORE VIP Passes to the person who shares/tweets/comments on social media event posts most in the next 4 days!
- Post the VIP winner chosen by the Event Boss.
- Walk a fine line of Sneezing that virus on er'body and not over posting!

Your #1 job: **Create a buzz about your event using your church's Twitter account.**

IMPORTANT: Save/Store the media your Sneezer Boss sends you

Event:

Date:

Location:

Cost:

Hashtag:

Username/Password:

Do this every week

- Tweet often. Use hashtag.
- Use your city and performer's # or @
- Retweet and Favorite anyone's questions or replies.

6 Weeks to Showtime! Dates: _____

- Follow as many church people as you can find on Twitter.
- Follow famous/influential local people.
- Make 1st event tweet the same day as 1st church announcement. Include date, time, church name, hashtag and a picture provided by the performer.
- Tweet ticket release day. Use #.
- Tweet at least one per day
 1. Performer's video commercial
 2. Invitation video
 3. Performer's Pictures
 4. Selfie video about how excited you are for the show!
- Tweet this before Sunday: Get your windshield painted in the church parking lot this #Sunday to help tell our city about (event)!

5 Weeks to Showtime! Dates: _____

- Tweet. Retweet. Every day.
- Tweet this post before Sunday: Get your windshield painted in the church parking lot this #Sunday to help tell our city about (event)!

4 Weeks to Showtime! Dates: _____

- Tweet. Retweet. Every day.
- Tweet about the windshield painting station opening again Sunday with a picture of your painted windshield.
- Show some #twitterlove to the local places who let the Event Boss put out event info.

3 Weeks to Showtime! Ticket Release Day is this week!

Dates: _____

- Tweet. Retweet. Every day. (surely you got the hang of this by now)
- Tweet this: Tickets go on sale #Sunday!
- Tweet this: This #Sunday only, get a free soda when you buy your tickets!
- SUNDAY: Wear your event tee at the box office!
- SUNDAY: Take and Tweet pics of people buying their tickets.

2 Weeks to Showtime! Dates: _____

- Tweet. Retweet. Every day.
- SUNDAY: Tweet this: 2 VIP Passes to the person who shares/tweets/comments on social media event posts most in the next 4 days!
- SUNDAY: Tweet this: VIP Passes are 10 minutes in the Green Room with the performer, front row seat, and event t-shirt.
- Tweet the VIP winner chosen by the Event Boss.

1 Week to Showtime! Dates: _____

- Tweet like crazy.
- SUNDAY: Tweet this: 2 MORE VIP Passes to the person who shares/tweets/comments on social media event posts most in the next 4 days!
- Tweet the VIP winner chosen by the Event Boss.
- Light up Twitter this week! Sneeze that virus on er'body!

TIP

It's ok to use the same performer picture multiple times, but change it up as often as you can.

Windshield Advertising Checklist

Use **WINDOW PAINT** to promote your event

The writing should be very big, so don't use too much text. A back windshield should look like this:

Event Name
6/15 7PM
CHURCH.COM

Be sure your web site contains location, price, contact and any other important event information.

Method 1

7 weeks prior to your event:

- Paint the windows of church staff cars with the event details.

Weeks 4, 5 and 6 prior to your event:

- Designate an area of your church parking lot for window painting, multiple locations if the parking lot is large. Make it easy for cars to pull in, get painted and pull back out quickly.
- Station 2-4 people in each area with window paint.
- At the conclusion of every church service announce that everyone who would like to can get their car windows painted to help spread the word around town about the event.

Method 2

If your church uses parking ushers, use this method for window painting.

- Use heavy-weight red and green 8 1/2" x 11" paper cut into fourths and give to your parking ushers to carry some of each color.

- A parking usher will greet each car as it arrives and ask the driver if he would like his BACK windshield painted to promote the upcoming event.

- If he says yes, the usher gives him a green card to place on his dash board. If he says no, he is given a red card to place on his dash board.

- During the church service, the ushers walk around and paint the back windshield of each car that has a green card.

Ticket Campaign Checklist

Free Ticket Campaign

Trying to decide whether or not to charge for tickets at your next big event?

If your church does not commonly sell tickets, still distribute tickets, but do not charge for them. Once a church is trained to attend events for free, retraining them isn't easy. Stick to what works for your people.

- Print quality tickets.
- Set ticket release date for the Sunday 3 weeks before event.
- Announce ticket release date in church and social media every week for 3-4 weeks prior to release date.
- Offer tickets online and in person. We like [Eventbrite.com](https://www.eventbrite.com).
- Use church website and publications to advertise tickets.
- Create Preferred Seating Plan.
 - half your seating capacity
 - advanced tickets are preferred seating
 - allowed in the door 15 minutes prior to general admission
 - at-the-door tickets are seated during general admission
- Do not give someone a stack of tickets just because you have a lot of them.
- Don't forget to PRAY. Pray for the desired outcome and pray that every person who needs to get something from this event is in a seat at Go-Time.

Ticket Sales Campaign

Trying to decide whether or not to charge for tickets at your next big event?

If your church regularly sells tickets for events, then by all means, go for it! We have some strategies below to help you boost sales and FILL THOSE SEATS.

- Set your pre-sale ticket price and at-the-door price.
 - Children 5 and under are free
 - The first 5 rows should have tiered pricing (optional)
 - Offer 2 VIP passes for each whole row purchase

- Set ticket release date for the Sunday 3 weeks before event.

- Announce ticket release date in church and social media every week for 3-4 weeks prior to release day.

- Use church website and publications to advertise tickets.

- Sell tickets online. We like [iTickets.com](http://itickets.com). There is no cost to you. To get started check out <http://tour.itickets.com> or call Jessica Fry at 800-521-0290 or email jfry@christianhappenings.com.

- Sell tickets in-person.
 - Recruit church teenagers by promising a \$10 gift card for every 30 tickets they sell
 - Set up a dedicated Box Office in the church lobby
 - Staff the Box Office with *Sneezers
 - Be ready to make good on the promise to your teens

- First day of ticket sales - Give something away to every person who buys tickets, i.e. canned soda. (If your budget allows, give a soda for every ticket sold.)

- Ticket Release Day! SELL SELL SELL all the way to GO TIME!

- Don't forget to PRAY. Pray for the desired outcome and pray that every person who needs to get something from this event is in a seat at Go-Time.

*Sneezers are people who are the first to adopt an idea and then tell everyone else about it - your marketing dream team.

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Kid's Event



Family Event



Youth and Young Adult
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