

TOMES BROTHERS

Country Gospel
Music & Ministry

EVENT COUNTDOWN CHECKLIST

8 Weeks

- Begin praying and continue to do so through the concert/service date, asking God's direction in every decision you will make concerning this event.
- Begin organizing promotion for the event.
- Determine any financial needs and budget accordingly (ie, special posters, newspaper ads, radio spots, etc).

7 Weeks

- Contact Christian DJ's about publicity (ask about scheduling an interview during the week of the event).
- Order flyers and posters.

6 Weeks

- Determine schedule for radio and newspaper advertising.

5 Weeks

- Keep praying.
- Pick up any printed materials.
- Contact other churches about support for the event if it doesn't conflict with any of their regular services.

4 Weeks

- Distribute posters and flyers to Bible book stores and local businesses (in all places widely traveled or seen by a large portion of the public).
- Take news releases to radio stations for Public Service Announcements (Christian stations should be encouraged to give 5 Cassettes on a call-in basis to be picked up at the concert; as long as we are provided with the list of winners).
- Announce in free publications such as local shoppers guide.
- Send samples of all printing to Tomes Brothers Ministries' office for our files
- Announce in the church bulletin and from the pulpit each week until the event (use ad mat).

3 Weeks

- Organize a canvassing group to pass out flyers in the community (use ad mat).

2 Weeks

- Take news release with glossy photo to newspapers.
- Announce again in church bulletin.

Event Week

- Utilize the people in your canvassing group to make phone reminders about the event.

Event Day

- Make sure the facility is open two hours prior to the start of the event.
- Meet with Tomes Brothers Ministries before the event to discuss the program and for prayer.
- Have a GREAT TIME!