



Fundraising Tour Marketing Checklist

May 2 - 16, 2016

Pre-Event Assessment & Data Gathering:

- Prepare short Event Declaration of Purpose to communicate easily to each Host Church staff member and volunteer assisting you / or asks about the event.
- List the name, address, website address, date and time of each church
 - Load all church addresses into GPS for day of event
- Provide Fundraising Tour Itinerary including all Host Church names and addresses to Digital Lightbridge to put on NHMI website and connect with Host Churches on Social Media
- Who will be the general contact / event coordinator at each church?
 - Contact Name _____
 - Title: _____
 - Mobile / Text: _____
 - Email: _____
 - Social: _____
 - Work Schedule: (Full/Part Time) _____
- Start and maintain an ongoing list of names (database) of all the people who are involved in assisting the presentation for personalized Thank You cards post-event.
 - Audio Visual Team
 - Marketing Department
 - Volunteers
 - Pastors, etc.

Initial Marketing Collateral Questions for Host Church Contact:

- Can NHMI send marketing collateral ahead of time to the churches for pre-awareness?
 - Do they have a church bulletin for collateral inserts / general bulletin board?
- Will the church put NHMI downloads on their website?
 - YES:** Contact Name _____
 - Title: _____
 - Mobile / Text: _____
 - Email: _____
 - Social: _____
 - Work Schedule: (Full/Part Time) _____
 - Inform Digital Lightbridge so downloads can be sent to church
- Does the church send regularly scheduled emails to the congregation and can NHMI be included?
- Can DLB submit an HTML Announcement for NHMI Fundraising Tour for the congregation that the Host Church will execute?
 - **YES** -who is the contact for email distribution of the HTML?
 - IT Staff Member / IT Volunteer: _____
 - Title: _____
 - Mobile / Text: _____
 - Email: _____
 - Social: _____
 - Hours Available for contact: _____
 - _____
 - Notes: _____
 - _____
 - _____

Preparing Marketing Collateral:

Decide what marketing pieces you will need Pre & Post Event

- Anticipated Attendance – number of attendees each Sunday / presentation
 - Will this presentation be held in the main auditorium?
 - Will there be an opportunity to hand out marketing collateral after presentation?
 - Opportunity for personal “meet and greet?”

Inventory & Content

- Inventory print collateral you will **repurpose** for the Fundraising Tour
 - Pre-event
 - Post-event
- Inventory all **new print** collateral needs
 - Pre-event
 - Post-event
- Decide on any design revisions and new Content
 - **Obtain Head Shots**
 - Obtain Photos of Abraham, Moses and Nathaniel with bios
 - Other Key Leaders / Influencers?

Distribution & Display

- Will the church be distributing NHMI Marketing in their bulletin as an insert?
 - If so, how many pieces need to be printed for distribution?
- Is there a need for small portable table displays (poster image)
 - Leadership, Bridge of Hope, Church Planting, Micro Enterprise
- Do any of the churches contacted have table display area?

Does the church have tables / area in Lobby or Vestibule to meet the New Harvest Ministry Team before and after the service?

- Can you arrive early to set up?
- What time should you arrive?
- What entrance do you need to use?
- Who will be your contact for arrival to ensure AV set-up, audio & technology?

Volunteer / Staff Member: _____

Title: _____

Mobile / Text: _____

Email: _____

Social: _____

Hours Available for contact: _____

Notes: _____

Host Church Marketing & Printed Collateral

Pre-Awareness Marketing & Printed Collateral:

- Save the Date Postcard / Invitation – Digital & Printed Piece
- Preannouncement with Bios (Design Rusty Pelican template)
- NHMI Website: Announce Fundraising Tour
 - Online Contact form - Host Church congregation contact
 - Email Fundraising Tour Announcement to current donors

Provide a list of the churches to Digital Lightbridge Team

- Connect with each church's Social Media
- Social Media posting to generate awareness of the upcoming presentations
 - Request prayer for the ministry and safe travel
 - Link to online contact form
 - Link to online sign up for newsletter
 - Link to online donation

Event Marketing & Printed Collateral:

- Overview Brochure (table / hand out material / leave behind)
- Donation Card (Reprint?)
- Documents to gather personal data (donation card / newsletter sign up) and cell phone numbers for texting. *Need opt-in disclaimer verbiage with sign up
- Social Media postings / photos and recaps of presentations / funds raised so far

Post-Event Marketing & Printed Collateral:

- Thank you cards
- Is there a permanent display / marketing collateral you can leave with the church
(Togo flag and picture, Donor Engagement sheets, donation cards)

Pre-Presentation Preparation at Host Church

Call Host Church and confirm arrival time and procedure for PowerPoint set up

- Verify with each church about presentation equipment list
 - What do they provide, what do you need to bring
 - Do they have a large screen for PowerPoint Presentation
 - How and when do they want you to supply the PowerPoint
 - Does the church have an Event Equipment Checklist or Preparation Outline
 - **YES:** Contact Name: _____
 - Phone: _____ Email: _____

- Is there a designated Audio / Video Team?
 - **YES:** Name _____
 - Title: _____
 - Mobile / Text: _____
 - Email: _____
 - Social: _____
 - Work Schedule: (Full/Part Time) _____
 - **NO:** Volunteer / Staff Member: _____
 - Title: _____
 - Mobile / Text: _____
 - Email: _____
 - Social: _____
 - Hours Available for contact: _____

- PowerPoint Ministry Overview
 - Load onto computer
 - Create a back-up thumb drive
 - Inventory all cables / remotes

Post Event - Immediately Following the Tour:

Post Event Follow-up Data Entry

- Immediately enter in all personal data gathered
 - New email addresses for post-event HTML
 - New newsletter recipient requests
 - Contact information for Thank You cards

- Mail thank you cards from the contact list created while on Tour**
 - Send hand written thank you cards to all Key Leadership and staff who made the event possible.

Immediately Develop Fresh Content

- Share your experiences while on Tour
- Expressions of gratitude
- Feature event pictures – Social / Email donor-base
- Share the financial blessings received
- Acknowledge the new friends of the ministry

Immediately Gather Assets

- Relevant images of churches visited
- Photos with new ministry friends for post event Follow-Up HTML email

Content & Asset Distribution Target:

- Current and new NHMI donors
- Potential NHMI partners who provided email information
- NHMI Social Media
- Ask Hosting churches to post on their Social Media / Website
 - Submit with a “thank you” for website publication
 - Submit a “Request for Partnership in Prayer”