



## Promoting the Concert

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CrossAnchor Quartet is excited to be a part of your upcoming gospel ministry event. Our mission is to share the message of Jesus' Saving Grace through music with the hope and prayer that lives will be touched. You will want to make a special effort to promote the ministry event in the weeks leading up to the event. Here are some special tips:

- 1) Announce the event from the church pulpit each service for several weeks prior to the event, promoting it as a family outreach event designed to reach your city and your loved ones for the Lord Jesus Christ!
- 2) Place a CrossAnchor Quartet bulletin insert in your church bulletin each week for a few weeks preceding the event. Encourage your members to pass the insert on to someone outside of the church along with a special heartfelt invitation to attend.
- 3) Place information about the event and about CrossAnchor Quartet in your church newsletter and local newspapers for a few weeks preceding the event.
- 4) Encourage volunteers to place event flyers at local grocery and retail stores as well as the church.
- 5) Pass event flyers on to area churches with a special invitation for them to join you for the event.
- 6) Consider planning and advertising an after-service fellowship for your church and your special guests. This provides a special time of fellowship with visitors and with CrossAnchor Quartet.
- 7) And of course lead your congregation in prayer that God will work through your ministry to reach souls. CrossAnchor will also be praying in advance for each specific event.

**IMPORTANT!!!** The congregation will only be as excited about this event as you the pastor or sponsor are!!

If promoted properly, a gospel ministry event with music that excites and touches can spark measurable growth opportunities for your church and is a method of attracting first time visitors to come and experience the spirit within your congregation. Family concert events are entertaining as well as an ideal way to share the Good News with the lost and wayward souls in your community.