

PROMOTING YOUR LSC PROGRAM OFFERING

YOU HAVE MANY OPTIONS – WHICH ONES WILL WORK BEST FOR YOU?

1. **Word of mouth** – don't underestimate it!
2. **LSC Events flyer:** Inserted in the *Bulletin* on the first Sunday of the month, posted on the web at www.lakestreet.org, and available for pickup at the Church. A great way to promote classes and events. Get succinct copy to Pat (lsadmin@lakestreet.org) by the 15th of the month prior to your event.
3. **LSC Upcoming Events calendar on the web:** Once we review your completed *Program Offering*, we'll get your event listed on the LSC website.
4. **Spire:** Write an announcement and give to the Church Office on or before the last Sunday of the month.
5. **E-Blast:** Write up an announcement for the E-blast and send it to Mimi Roeder (henrytcat@aol.com) by the 11th of the month for publication on or about the 15th.
6. **Listserv:** In the month leading up to the event post several reminders on the listserv. For posting instructions, please contact Pat in the Church Office.
7. **Sunday Bulletin:** At least a month in advance of the event, contact Pat (lsadmin@lakestreet.org) in the Church Office with a short written announcement that can be included in the bulletin the week before and the week of. (Don't delay – some weeks there are very limited or no written announcements.)
8. **Spoken Announcements:** If your event is on a Sunday, you can request a spoken announcement during the service. Spoken announcements are due to Pat (lsadmin@lakestreet.org) at least by Wednesday of the week before they are to be used. (Don't delay – some weeks there are very limited spoken announcements.)
9. **Tables in Coffee Hour for Signups:** If you are doing signups or wish to have a table in MacLeish Hall during Coffee Hour, check in with Pat before Friday and Kim will include it in the set up. There are generally several tables along the west wall, and these may be reserved already or not. If there aren't enough, ask Kim or ask nearby folks to help.
10. **Flyers:** You can make flyers to be handed out or posted on the Church Bulletin Boards. Flyers can only be included as a Bulletin insert if the event is open to the entire church community. We have limited room for inserts in the Bulletin, and they must be approved by the staff. To request a Bulletin insert, send Pat (lsadmin@lakestreet.org) a copy of the flyer at least 2 weeks before the proposed insertion date for staff input.
11. **Bulletin Boards:** You can place information about your event on the Bulletin Boards (near the Church Office and in the Church House) There is also room on the table for flyers.
12. **Inviting the wider community:** If you are announcing to people from outside of LSC, give clear directions to those who may not have visited LSC before. (ie *entrance is the courtyard door on Chicago Avenue*). Make sure you give information on food, room number, time/date, etc.