



Sharing Hope in Crisis Live Seminar Church Promotional Plan

The one-day Sharing Hope in Crisis (SHIC) live seminar is intended for anyone and everyone in the church to help prepare them for appropriate ministry in times of crisis. The following tools will help you promote to individuals in many walks of life who engage with friends, neighbors and co-workers as they suffer with a personal or family tragedy. We encourage you to consider inviting Christian counselors, First Responders, and Church leaders who face suffering people on a more regular basis.

A. Objective of the RRT Seminar:

1. To provide a greater Biblical and clinical understanding of grief and trauma for effective ministry
2. To learn what to say, or not to say, when people are grieving
3. To introduce ways to partner with the Billy Graham Rapid Response Team (RRT)

B. Tools provided by the RRT:

1. BGEA-RRT webpage for seminar registration and information
2. RRT brochures and promotional video (DVDs)
3. RRT graphics and information for church website promotion
4. Posters and fliers (1-page and 2-up fliers)
5. Draft text for email to be forwarded from church to email contacts (area churches, pastors, organizations, etc.)
6. Public Service Announcement (PSA) to local radio stations
7. RRT Press Release to local news outlets
8. Downloadable promo video and supporting power point slide with registration details
9. As timing allows, advertisement in Decision Magazine

C. Goals of Host Church:

1. Plan and promote the SHIC seminar as a city/regional event for the church community
2. Partner with 3 or more churches to support, plan and promote the seminar
3. Pastor(s) promote the seminar in church services
4. Invite all believers in the community affiliated with such vocations and organizations as listed:
 - Area churches
 - Ministerial/Denominational/Associational groups
 - Bible College and Seminary Students
 - First Responders (Fire, Police, EMS)
 - Chaplains (Fire, Police, Military, Hospice, Hospital, etc.)
 - Campus Ministry Leaders
 - College/University Students
 - Emergency Management Personnel

D. Identify a "Church Contact" in your church who agrees to:

1. Help coordinate the promotional plan shown in section E
2. Communicate directly with the RRT contact
3. Personally invite others to attend the seminar
4. Share the seminar opportunity with other churches/organizations
5. Participate in conference call(s) with RRT staff contact and partnering church contacts

E. Timeline for Promotions:

1. Each week for 9-12 weeks prior to seminar date: (date/deadline: _____)
 - Post information and registration link on church website
 - Promote seminar on church calendar, in announcements/media screens
 - Set up RRT and seminar information display in “common” area of church
 - Distribute posters through church and community
 - Use fliers as hand-outs and/or email attachment
 - Send informational email (e-blasts) to church members, area churches/pastors, organizations, etc. (content to be provided by RRT)
2. Exposure of the following a minimum of 3 times (suggested at 9 weeks, 4 weeks and 2 weeks prior to seminar date: (dates _____, _____, _____)
 - Show Sharing Hope in Crisis promo video, followed by power point slide with registration details

***The same guidelines should be expected of 3 or more churches identified that will agree to support and promote the seminar. Host Church Contact is responsible for requesting the RRT staff to forward materials to these churches and providing RRT with church contact information OR personally distributing materials to them.**

...”to equip the saints for the work of ministry, for building up the body of Christ...”
Ephesians 4:12 (ESV)