

# WARD / BRANCH PROMOTIONAL TOOLS

## SYNTHESIS

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### **DIRECTIONS TO THE STAKE COORDINATOR**

1. Copy this packet for each ward/branch promoting the performance.
2. Ask that the event be announced 4 weeks prior to the performance (give to ward administrator who can send the announcement via email, text, or social media).
3. Copy and distribute the handout, "Using a BYU Performing Group to Accomplish the Mission of the Church," to missionaries, public relations directors, activities committees, youth and priesthood leaders for help with strengthening every aspect of the Church.
4. Edit the flyer (found on website, under presenter resources- press kit- fillable flyer) with performance information (address, price, and any other information) before giving to the wards; ask that these be placed on ward bulletin boards and social media platforms immediately.

## Church Bulletin / Newsletter / Announcement

\*\*Please announce the following on *the 4 Sundays prior to the performance*, place in the weekly Ward Bulletin, Social Media pages, and place in any monthly Ward Newsletters:

### **Announcement: (Name of Show) – (Name of BYU Performing Arts Group)**

An evening of lively entertainment awaits us in *(City)* on *(Month, Day, Year)*. *(Name of BYU Performing Group)* in the *(Name of Venue)* will present *(Name of Show)* a variety of song guaranteeing a captivating performance at *(Time)*. Be sure to invite your family, friends, neighbors, and business associates to enjoy this evening of quality entertainment. Tickets can be purchased for *(Price and purchase location)*. (Or at the door if not sold out)

## USING A BYU PERFORMING GROUP TO ACCOMPLISH THE MISSION OF THE CHURCH

This is an outline of possibilities to consider in relation to a BYU performance in your area. Our desire is to help you strengthen Church initiatives in every way through our performances.

### PROCLAIMING THE GOSPEL

BYU performances can be used as ideal missionary and public relations tools. Typical applications include:

#### Missionary Applications (Full-time and Ward Missionaries)

1. *Encourage members to invite their non-member friends*, neighbors, business associates, and/or relatives to attend the performance. Afterward, the invited contacts can be approached as referrals.
2. Help promote the performance, by *distributing fliers or pass along cards* during regular missionary efforts.
3. *Encourage interested non members to attend* the performance; learn how they felt about it afterward.
4. *Visit the homes of non-member guests* after the performance. Names of these guests come from members who invited them.
5. The organizers could *invite current interested non-members* to help with meals or other arrangements allowing contact together.

#### Public Relations Applications

1. Involve a local community group to help with the promotion, arrangements, and financial proceeds of the event (such as an arts council, local charity, music or dance school, etc.). Invite a local performing group to perform with the BYU group.
2. Invite local dignitaries to attend the performance as guests (governmental officials, business leaders, leaders of other churches, etc.).
3. Invite art critics from local newspapers to be guests at the performance.
4. Improve the public's first impressions at the performance, and thereby their perception of the Church. Have the right people take tickets at the door, distribute programs, see VIPs to their seats, and otherwise assist the public in attending the event. Designate who will sit near your VIPs as a host during the event.
5. Hold a brief reception before or after the performance with the news media, Church leaders, members of the BYU group, and other VIPs.

