



Dickey Ministries

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PROMOTIONAL POSSIBILITIES

Because the purpose of this ministry is to encourage people and build up the Body of Christ, Phil's concerts are designed to enhance the ministry of your local church. To that end we offer the following suggestions to assist you in promoting the upcoming concert:

As many as four weeks before the concert, publicize it in your church bulletins and newsletters.

At the same time begin to announce it at all church meetings.

Two weeks prior to the concert use the enclosed news release in your local newspapers.

Ten days before the concert begin using the enclosed radio spots

Place posters in store windows, etc. where permitted, around the community. Feel free to make photocopies (usually the b/w posters copy better than the color)

ON THE DAY OF THE CONCERT, please use the bulletin inserts (the double sheet that begins, **Introducing. . .**). If it is a Sunday evening concert, we suggest placing the inserts in the bulletins for the Sunday morning service as well. The bulletin insert is given to you in double (8.5" x 11") format so you can photocopy as many as you need and cut apart to insert. If they are used, it will save time in the concert, allowing more music & less talk.

Remember that the most effective advertising is **Word of Mouth**

SAMPLE RADIO SPOTS AND ANNOUNCEMENTS

30 second spot or PSA

You are invited to share in an evening (or morning) of praise and encouragement featuring inspirational recording artist, Phil Dickey. He will be presenting a concert at _____(place) on _____(date), at _____(time). Phil's vocal interpretations have touched the hearts of congregations all over the United States and his baritone voice is easy to listen to. He has been invited back again and again to the churches where he has ministered.

Don't miss this opportunity to be uplifted and praise God together with _____(church) and PHIL DICKEY!

10 second "drop-in" or PSA

You are invited to hear baritone soloist Phil Dickey in a concert of praise and encouragement at _____(place) on _____(date), at _____(time). Don't miss it!