

There is a lot involved in organising an evangelistic concert. Many churches like to be involved, they invite groups and they organise, but all too often the results bring disappointments. Such disappointments are not necessary.

In this book you will find the whole manual, how to organise and promote an evangelistic concert and how all the pieces fit together.

Just follow this book and you will avoid countless troubles.

This book is a result of hundreds of different types of Christian concerts in Europe, on both a small and large scale, using different styles of music and many groups.

This manual came into being as a result of all the problems we have faced and analysed. It is hoped that it will be an aid to churches and music groups.

This book has been proved, up-dated, and proved again, in order to give you the most up-to-date info on "how it's done".

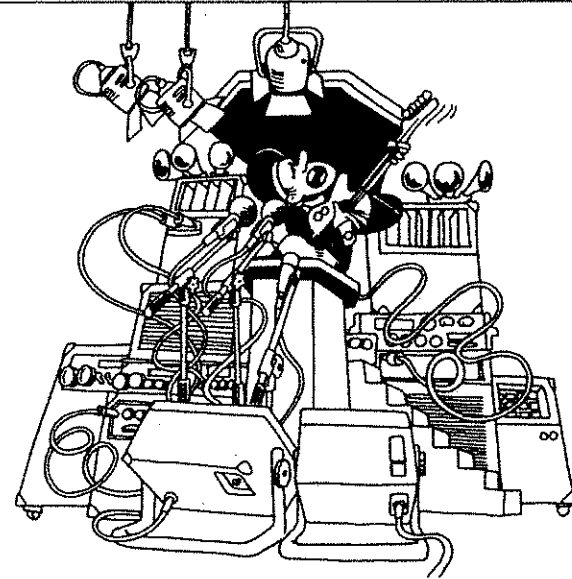
The shared knowledge is also helpful to organise any other Christian activity.

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Evangelistic concerts

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Dedicated to all musicians who work as missionaries all around the globe.
May this book help them and the local church to improve to
communicate the gospel to have eternal fruit.

Special thanks to:

- my wife Ria and my children; thanks for your support
- the office personnel, free-time assistants and many other helpers,
for the excellent way they have supported the ministry
- my colleagues Cam Floria, Floyd McClung, Jimmy Owens,
Leo Habets, and so many others,
for their trust, prayers and inspiration during so many years


Leen La Rivière

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CONTENTS

Foreword	4
Introduction	7
Chapter 1:	In general 8
Chapter 2:	A spiritual task 10
Chapter 3:	Is publicity scriptural 12
Chapter 4:	The concert hall 14
Chapter 5:	How to organise publicity 16
Chapter 6:	Organisation 18
Chapter 7:	Church members 20
Chapter 8:	The churches 21
Chapter 9:	Church bulletins/Christian magazines 23
Chapter 10:	The secular press 25
Chapter 11:	Schools 27
Chapter 12:	Flyers 28
Chapter 13:	Posters 30
Chapter 14:	Mobile loudspeakers 32
Chapter 15:	Tourist office 33
Chapter 16:	Advertisement 34
Chapter 17:	Radio & Television 35
Chapter 18:	The Christian music magazines 36
Chapter 19:	Direct mail 37
Chapter 20:	Further means of publicity 38
Chapter 21:	Bring someone along 40
Chapter 22:	The day of the concert schedule 41
Chapter 23:	Food and housing 44
Chapter 24:	Finances 46
Chapter 25:	Follow-up 52
Chapter 26:	Helpful materials 53
Chapter 27:	In conclusion 54
Checklist	55
Determination	59

The checklist is a method to programm (the preparations) of your event.
Date 0: the day of your event. Fill out your date and count back,
fill out the dates and mark those in your calendar.
Be sure what should be done is ready on that date

FOREWORD

About thirty years ago, the Lord gave someone a vision for using music to proclaim the gospel. The summer of 1962 saw the first tour of the Continental Singers under the direction of Cam Floria. The first group became two, then expanded to three and four. With each successive year, increasing numbers of churches invited the Continental Singers to come and evangelize. At the same time invitations began to pour in from outside the United States, and so began the Continental's work of world evangelisation. In the summer of 1984, 15 groups were travelling the world using their gifts, talents and discipline as they witnessed for Christ through music. In 1991, there will be appr. 20 Continental Singers groups from the USA and 15 from other nations!

What has been the secret of their success? Spiritual depth and wise use of all sorts of practical skills and know-how (wise, that is, under the guidance of the Holy Spirit - Romans 12: 1,2).

Thanks to "middle of the road" music, the Continentals have successfully bridged the gap between the body of Christ and the world. Since 1962, many people have made a decision for Christ either during a concert or afterwards. These people are now valuable members in congregations wherever they are.

Is it possible to evangelize with music? Yes, and how! There are many places in the Bible where it is clear that the answer to these questions is a resounding YES. Read Psalm 96: 1-4, Psalm 98: 1,4-9, Psalm 105: 1-3. There are many other scriptures besides these which demonstrate that proclamation and music belong together. The requirements which are mentioned speak about a large mission, vision, Bible foundation, quality, devotion, teaching, testimony; and these are also the elements of an evangelistic concert.

The Lord Jesus Himself placed a lot of importance on music. Did you realize that half of His citations from the Old Testament come from songs (i.e., the psalms)? Read the Gospel of Matthew through very carefully. In Luke 24: 44, He says that everything in the Law of Moses, the prophets and the Psalms must be fulfilled. He placed sometimes an even greater worth on the message of the Psalms than on the Law or the prophets.

Our music should be filled with the same power and content so that the Gospel can come through clearly. That is an evangelistic concert. There is more about the Biblical foundations of musical evangelism written by this author available in other publications (see especially the books "Music in ministry" and "Revivals and Music").

Originally, many church groups were very sceptical about "musical preaching".

However, the fruit demonstrated that the tree was good. Nowadays, many different types of church groups are using music as a means for evangelism: Reformed, Baptist, Evangelical, Salvation Army, Pentecostal, Catholic and many more.

Musical evangelism has made inroads so quickly thanks in part to Continental Sound's systematic studies and research. Since the first Dutch concerts in 1969 and 1970, each tour and each concert have been carefully studied. We've "discovered" lots of helpful principles and you'll find them all here in this book. There are many years of blessing, disappointment, prayer, study, considerations and analysis behind what you'll read here. If these principles have worked for us at Continental Sound, they'll also work for you. The structure and principles are being used all over the world; we're happy to have been able to help so many people.

However, we can't end this foreword without making one thing perfectly clear: "If the Lord doesn't build the house, he who builds labors in vain". "Clearly, all of our human activities and know how need to be bathed in prayer. You can make all sorts of plans, diagrams and programs with what you find in this book, but if you separate the work from God's Spirit, you will quickly see that "the letter kills but the Spirit gives life." Another thing to beware of is how groups and artists use music. For evangelistic concerts, make sure you only use songs which have a spiritual content to them. Make sure that the artists are "born again" (or "converted" or whatever you wish to call them) and that they are performing with correct motivations. At any rate, make sure the audience sees and hears a clear picture of the gospel message.

We also need to mention something about the abilities of any musical group you are considering. If you want to reach people outside your congregation, make sure that the group is competent musically. Unfortunately, a lot of a group's credibility depends upon how well they can perform. You can't "promote" a group which sings off-key or which can't tune guitars properly or which has a drummer who can't keep a beat! Stay away from groups like these!

You also need to think about what sort of music is appropriate for your audience. Practically anything goes as far as style is concerned, but just make sure it's a style suitable for your audience...

The free and easy style of Elly and Rikkert (NL) or the Irish folk melodies of Rodney Cordner are for people who love folk songs and ballads, but if you are reaching out to kids who like disco, you're going to have a bit of a communication problem. The Continental Singers sound is great for people from 20-35, but Wings of Light would probably say more to 18 year olds.

There are all types of evangelistic concerts:

- * classical chamber music, such as from J.C. Thienpont;
- * rock concerts like those of Jan Groth; Larry Norman;
- * "pop", like New Hope, Wings of Light; New Beginnings; Petra; Ingemar Ollson
- * folk music, which is Elly & Rikkert's sound; Rodney Cordner; Clemens Bittlinger
- * Merv & Merla Watson's Jewish-influenced music;
- * bluegrass, like the Sullivan family
- * and lots more.

Every style is deciding it's own 'goal-group' (type of audience). Once again: make sure you match up the right music with the right audience. "I Come To The Garden Alone" is fine for an older generation, but Gospelrock definitely isn't.

These were just a few preliminary things for you to consider before you read the following chapters. Everything else necessary for a gospel concert is arranged step by step for you.

May the wisdom in this book be a blessing to you as you plan for your concert!

Leen la Rivière

INTRODUCTION

There are many people who would like to be active in evangelism. Usually, however, they begin activities with good intentions but little know-how. By the end of the campaign, it's easy to feel like you've been spinning your wheels with no results. We really need to think through both the campaign and the preparations step by step so we can see what's necessary. There's good reason for this. Most of the information (for example, the different types of PR and the organisational framework) apply to all sorts of evangelistic campaigns, and not just concerts.

Do you want to organize some other type of evangelism? Substitute your activity for "music" throughout this book. The following outline has been developed through 25 years of work in evangelism.

The most important things which need to be done first are:

- a. that you consider an approximate date for your concert
- b. that you start considering which groups are available for that date
- c. that you find what halls and churches are available
- d. that you confirm the date for the group and the hall on paper

Once these things have been taken care of, you can begin all the other preparations

EXTREMELY IMPORTANT

The better known the group is, the earlier you'll have to get in touch with them. A good rule of thumb is:

- * a well known national group should be contacted about 6 months in advance
- * a group outside the country will need more than 6 months
- * big halls or cultural centers will need to be confirmed 6-12 months in advance
- * churches will have to be confirmed about 4-6 months in advance

Both group and site work by the "options" system. This means that you can hold several days without any further obligation. That gives you the chance to see if you can find a group which is available when the hall is free or vice versa. We suggest you start with the group, as many times they have tours already set up which can't be changed. For example, it's impossible to get the Continental Singers in September!

IN GENERAL

There are many evangelistic concerts given in California. Twice a year there is a music festival, where eight to twelve different Christian artists perform. Audience figures range from 6,000 to 16,000 people. At the last festival, there were 18,000 spectators, and tickets sold out in advance.

Every Saturday evening, Calvary Chapel in Costa Mesa gives a free Maranatha concert which always has an audience of at least 4,000 people. The same thing can happen in your country, we have seen the same sort of results in Holland, where a realistic figure would be more like 500 to 1500 people. You need three things to achieve

1. Good spiritual preparation (motivation)
2. 'Faultless' planning and preparation
3. 'Faultless' publicity

The last points are important, insuring that everything runs smoothly. Don't forget: you need to have the right information at the right time in the right way to the right people.

If you want to start anything, it is important to take the Bible's advice to "count the cost" seriously. You'll need a budget. Make sure you calculate the expenses high and the ticket sales low. What will you do if your estimate predicts a deficit? Will someone guarantee your costs? Are you expecting gifts? Will your community grant you a subsidy? You can estimate your costs as follows: 30% of your budget will go to publicity (posters, flyers, stickers, articles and pictures for the press, advertisements); 30% should go for the concert facilities; and the other 30% should be for the group. Include in this 10% a small percentage for telephone calls and other personal costs, etc.

Now the planning becomes important. Make sure that in the weeks surrounding your projected date there are no other large Christian activities for a distance of about 40 kilometers around your area. Search for a church or a facility which is neither too large nor too small for what you want to do (for example, for Discipel, you can count on 450 people, and for Continental Singers approximately 600). Gospel concerts on a bigger scale (where you have more groups) generally pull a larger public.

Take an option on a church or facility and go looking for a group. How to get groups? Contact national coordinators, magazines, Christian record companies and organisations like Continental Sound, Christian Artists, YfC.

Make sure you've considered the style of the group that is coming. This will greatly determine your "target audience".

It will also have a lot to do with the PR-style, the lay-out, etc.

Big tours always sell tickets. Ticket sales can be a "selective medium": in other words, you can make sure that only your target audience comes by means of selling tickets. Try to have half of your tickets sold in advance. Encourage Christians to bring friends and acquaintances.

As far as the concert hall is concerned, think about these things: the acoustics, the piano, dressing rooms, amplifiers, stage, lighting, etc. Don't forget to go through the facilities carefully with the group. Continental Sound has put out this whole planning book about tours which have been organised through their organisation. This book includes everything you need to do and the best way to do it. It also has a lot of materials for you to use. Good publicity is really important!

A SPIRITUAL TASK

When the date has finally been nailed down, and the group arranged, then you can start with other preparations.

To start with, we need to think about spiritual preparations. Even though you are going to have to do a lot of hard work for the concert, it still remains a spiritual task. Consider this: during the whole communications process (preparations, advertisements, activities, etc.), there are two very important moments that are out of anyone's control.

[1] You can use professional advertising and have the right information at the right time in the right way in front of Mr. Smith but you can't "force" him to come to the concert. It is impossible to arrange the "click" in his brain which connects your publicity and his decision to come hear your group. All you can do is pray for the Holy Spirit to make that connection for you.

[2] You also can't arrange how the audience accepts the message at the concert. The program may be over, but conversion comes only through prayer. You can organise the program beautifully so that nothing goes wrong. You can make sure that there's nothing which will turn the audience off. But whether or not they come and whether or not they have an open mind? These two points emphasize how important it is to be faithful in all our preparations. It becomes harder to pray if we have to ask God to fix up our mistakes or sloppy planning! We need to do everything that we're able to do. That is why prayer is important. Pray together with your workers for the preparation and for the audience that is going to come. Pray also for the music group and other people who are involved, as well as that the Gospel will come across clearly. A sustained motivation is important for yourself and your workers.

ALSO ENCOURAGE THE CHURCHES, FELLOWSHIPS, COFFEEBARS and YOUTH GROUPS.

Make sure that your entire potential spiritual support base knows about your outreach. Make sure that your evangelistic concert is announced from all the pulpits and church bulletins in your area. Your posters on the church bulletins boards should carry all the necessary information. Ask everyone to pray for you. In order to get more of the body of Christ involved, it's important that they understand that your concert is not just a form of entertainment.

Make sure that all the churches realize that the outreach is "interdenominational" or "neutral".

If any church or organization appears too prominently, other groups or churches will be scared away. That's not good at all!

Emphasize the unity of the believers! *"Pray and work" is an excellent motto for the whole project.* Music has an unbelievable potential for communication on a deep, intense level. This is true for both large and small audiences. People come to the Lord in coffee bars with 50 listeners as well as in municipal auditoriums holding 4000. It's outside the scope of this book to explain why people can be reached with music. For a deeper discussion, read the book 'Music in ministry'. (the Biblical foundation for music-ministry, written by the same author).

Interesting to read is as well the book:

Praise and Worshippers, written by the same author

IS PUBLICITY SCRIPTURAL?

There are still people who say that it is ridiculous to publicize anything, as that is the job of the Holy Spirit. Is this true? Is it really unrighteous to use publicity? By publicity, we mean everything besides word of mouth communication.

Let us see what the Bible, God's word, says about all this. Then we will see clearly that God also used different ways to announce events or to promote them. In Habakuk 2:2 the prophet was commanded to write his message on a board so that people going by could read it. This Old Testament style of posters can also be found in Js 8:1. Again we see a placard or writing board being used. The life of the priest/prophet Hosea was a perfect allegorical representation of Israel's apostasy. This was also a type of publicity by means of a permanent "theater". The shofar had an important function in the Old Testament. It's very easy to compare this type of announcement with the modern loudspeaker systems, such as the one which sit on top of a car. The star at Jesus' birth was a sort of super-neon-light! (attracting a lot of interest). In Ezra 1:1, Cyrus made his message clear via a skit (Ez. 4) when he needed to announce the siege of Jerusalem. You can easily see the comparison between that and the sort of streetheater which has recently been rediscovered. (Youth with a Mission has helped in this rediscovery.) In the twelfth chapter of Ezekiel you can see a similar drama. Another example of publicity is the person of John the Baptist in the New Testament. He is the one who prepares the way for Jesus. In other words, he is Jesus' promoter. And when Paul stood on the Areopagus, he first began to promote his ideas before he began to make his primary message clear.

There are a lot of other examples in both the New and Old Testaments. If the Lord can use "publicity campaigns" now and then, so can we. What exactly is publicity? It is a way of directing the public towards a particular activity. A product is publicized by means of many different "PR" methods. You can create this influence with a particular goal in mind. People are going to want to work to achieve the goals you've set forth.

What does all this have to do with an evening of evangelism or a concert? A lot. If you want people to show up at the church or hall, then they must be informed. *Whether or not the public comes is not so much a question of how good the group is, but rather the result of a well-arranged publicity campaign which has done a good job of getting the news of the concert out!*

You can say that the publicity campaign is the packaging for the concert. If the packaging is good - well timed, etc. - it could be what tips the scales when someone is considering whether or not to come. Therefore, it's very important to do a good job of advertising. People avoid anything "second rate" like the plague. We could well copy the world in the way they do these things. In the introduction of this book, a few things have already been said about the results of "second best", that is to say, poor quality, poor planning, poor organisation, poor publicity and poor promotion materials. That gives as results: no response!

THE CONCERT HALL

In this chapter, we begin with the general preparations. The first and most important thing to consider is the concert hall (church or rented hall). *What sort of hall should it be, and what things need to be taken into consideration.*

THE CONCERT HALL

The local coordinator needs to choose the concert hall. He can really decide best between what is necessary for the concert and which of the local facilities best fit the bill. Certain things need to be taken into account:

[a] It can be really difficult to attract non-Christians into a church. However, a church is fine for church-goers.

[b] A rented hall is more neutral, even though in certain circumstances church people might find it difficult to attend. However, it's easier for non-Christians to come. One disadvantage could be high rent.

Advantages and disadvantages need to be carefully considered. After you consider the projected budget and the target audience, you should be able to make a good choice. Some good advice: choose a church which has frequent concerts or outreaches. This is a right place for a concert. (It is maybe not the building of your own congregation!). Have you thought about the acoustics? A big, empty church hall really does not "sing" well. Often, you can get a church for nothing if it is for evangelism. However, if there is not an appropriate church available, then choose a neutral hall (you rent it).

What is necessary in a concert hall? What do you need to look for?

a. Dressing rooms which are large enough (one for men and one for women, hopefully with chairs, coat racks and mirrors).

b. A stage

c. Stage lighting. If this isn't available, don't worry about it. Sometimes the group carries their own lighting system, and sometimes the church or hall has their own. It is sensible to have good lighting, as it helps the audience to concentrate.

d. Grounded electrical outlets. Are there extra fuses? For best results, you need two separate circuits.

e. Do you need a piano? Then make sure it is well tuned (A is 440 Hz). Tune it 2 hours before the concert begins. The piano has to be placed in the hall 5 hours before the concert begins in order to acclimatize itself. It also needs the key with it in order to be used! Some groups bring their own piano/keyboard.

f. Tables for books and records from the group that is coming.

g. Chairs without arms on stage for the orchestra/band.

h. Will you need heating?

i. Who is going to take tickets? Will you supply the people or will people from the church or hall do it?

j. Will you need a cloakroom? Will you need someone to watch it?

k. The entrance needs to be closed at the right moment, or someone who has taken tickets needs to stay there for security's sake in case of attempted theft, disturbances, etc. For the matter, where is the telephone? What is the number of the police?

l. It would be good if you could also have a bookstand with literature helpful to the audience (Bibles, books on a spiritual theme, etc.). Naturally, you can ask the local Christian bookstore to supply you with these.

m. In order to make sure that everything runs smoothly, you should be in contact with the group that is coming. How many men and how many women are in the group? You should ask them how many square meters of stage space they need for their performance.

HOW TO ORGANISE PUBLICITY

After you've chosen the concert hall and the group, and after you've confirmed the concert date, the next question is obvious: how do you publicize it?

We've already seen in chapter 3 that publicity, or PR, is scriptural. Now we'll look at what you do and how you do it!

"Publicity" is not something in itself, but it is made up of a lot of means and methods. Publicity is accomplished by different types of media. You can compare it with a net which is used to catch fish (or unbelievers). The stands of the net are made up of the different types of media (newspaper, hand-outs, etc.). If the different media are well coordinated, the holes in the net will be very small, and lots of "fish" will be caught. If things are poorly coordinated and the holes are large, then strands break and the fish escapes.

In the following system, each type of media is one strand of the net. If you follow through on the planning, you can be sure that everything will be well coordinated.

AN IMPORTANT LESSON

Because the need to experience something "Christian" has been so reduced in our society, you need to find as many connections as possible with the existing trends in the world around you. The more "bridges" you can make (through style, the way you communicate things, etc), the more interest you will be able to awaken in your target group. Once you've gotten their attention, you'll be able to interest them in coming to the concert.

THE SYSTEM

In order to weave out "fishnet" well, we need to consider the following communication possibilities:

1. Members of the church congregations
2. The village-, town, or city hall
3. Church newsletters
4. The secular press
 - a. dailies
 - b. weeklies
 - c. bi-monthlies (twice a month)
 - d. monthlies
 - e. quarterlies

5. Schools
6. Handouts (flyers)
7. Posters
8. Mobile loudspeaker mounted on a car
9. National or local tourist office
10. Advertisements
11. Radio and Television
12. The Christian music newspapers
13. Direct mail
14. "Bring along a friend!"

It is very important to coordinate your use of all these methods properly. A specific theme or motif should be used throughout in order to create recognition. That is why it is important to use special promotional material and not just something which you've just thrown together. We can't overestimate how important it is to have all your material done '**first class**'.

What is publicity supposed to accomplish? The AIDA formula is an easy way to keep your goals in mind: Attention, Interest, Desire, Action. The last point, action, is what everything hangs on. The audience needs to come!

ONE MORE LESSON

Poor packaging, good product: it won't sell. Good packaging, poor product: it sells reasonably well. Good packaging, good product: take-off! Your product will sell well. Therefore, it is easy to see that the packaging - that is to say, the publicity - is very important. Good publicity gets their attention, catches their interest, creates desire and gets the public moving!

ORGANISATION

In chapter 5, we made an important point. If you want to have a well organised, succesful evangelistic concert, you must follow a clearly defined system of organisation. We mentioned that there are 14 possible ways of publicity which need to be well coordinated in your publicity campaign. The preparations dealing with motivation, choice of concert location and choice of artists have been already dealt with. From chapter 5 you should have made two obvious conclusions:

1. Quality

Nothing is so tacky as "second best". Poor materials, colours, layout, etc. really work against you. Since these are the first things which the public sees, your credibility rests on them. That's why their construction and development should be the work of professionals. Happily, we have them (sometimes) in Christian circles.

2. Coordination

Everything we've mentioned about publicity and all the preparations we've talked about in chapters 1 through 4 need to be thoroughly coordinated. If everything isn't working well together, the well planned effect will be lost. Therefore, it is imperative to have one central individual who will coordinate all the time schedules and all the different preparations. He needs to make sure that everything runs according to plan and that all the helpers are in the right place at the right time!

Here is a job description for the central coordinator.

1. You are the key man, the local coordinator. You are the motivator, the one who coordinates everything.
2. Naturally, there is far too much for one man to do alone, so here are a few recommendations:
 - a. bring together a small committee comprised of energetic, responsible people.
 - b. delegate tasks. The chapters in this book are organised so that it is easier to grasp the different jobs which need to be done.
 - c. Maintain good contacts with all the evangelical committees, keeping everything within the framework of the local churches.
 - d. Put as many different churchgoers in different practical tasks as you can. If you can mobilize a large number of people, your influence will become unbelievably great.
3. It really depends on you how much work you want to do yourself and how much you want to delegate.

The important thing is that everything runs according to schedule. Make sure your helpers understand this.

4. Along with the many organisational concerns, it's clearly important that the spiritual preparations remain essential to your work (prayer meetings, etc.)

5. However, if the churches don't work together as well as you would like them to, don't let that stop you from getting everything possible out of this opportunity to evangelize. If you and your workers put your backs into it, everything will come together!

6. Make sure that you stay in good contact with the organisation sponsoring the group which is ministering. If you have important things to communicate or you need something, call them!

Continental Sound/Christian Artists also has extra possibilities for help, preparation and information which can be brought to your area (only upon invitation). Lay out everything in black and white when you communicate with the music group, because afterwards, problems can arise which should have been taken care of. Make sure that the arrival and departure times have been clearly communicated!

Send a roadmap to the music group's driver! One last thing: a 12 meter bus can't negotiate narrow streets. How are you going to deal with that?

In chapter 5, we mentioned briefly what media are used for publicity work. In the following chapters, we will discuss these tools one by one.

THE COMMITTED CHURCH MEMBER

He is an important link. You can accomplish a lot through his dedication and vision. You'll need his help to put up posters, hand out flyers, as a general helper who will take on many different and necessary tasks, to help with follow up and counseling, etc. He's the person who will encourage (or discourage!) people to come or to bring someone to the concert. For example, he can do this by

- * making new friends
- * visiting people once in a while
- * doing something for the neighbours, sharing something with a friend (a practical example: doing shopping, babysitting) and then incidentally mentioning the concert (but don't talk about it the whole evening), leaving behind a folder/flyer. Above all, don't force them to come, and don't give them any pious explanations. At any rate, encourage your support group to bring others with them! From experience, word of mouth advertisement and personal invitations are the most important factor in publicity. Where 20 years ago, only 4% would come via invitation, now 30% comes through personal contact!

THE COMMITTEE MEMBER

You will need people who will take responsibility for all the work which needs to be done. Enthusiastic workers, chosen from many churches, make up this team. It is best to have a very committed nucleus of approximately 5 workers who will take the most important tasks under their wings. For certain jobs, you will need to bring in large numbers of people, for example by handing out flyers, putting up posters, going out and selling tickets, etc. Your committed and enthusiastic core group will make sure that others will also become excited.

CHURCH LEADERSHIP

The leadership of a congregation has a very important job. This leadership (elders, preacher, pastor, etc.) has to be informed at the right time. Share about your activities very clearly with them. Who could better encourage their membership to become involved? They will be the ones to motivate their congregation to participate! It will be their task to get people involved in helping, praying, handing out flyers, selling tickets, etc.

PULPIT ANNOUNCEMENTS

Enthusiastic pulpit announcements create enthusiasm! It is the job of the main coordinator to work with the pastors. Good relationships and a good atmosphere will really help you in your job. Therefore, make sure that you have good contacts with fellowships and churches, and try to get good pulpit announcements. It's much better if encouragement to attend the concert comes through the leadership. About 10% of your audience will come because of these announcements. Make sure you drive home the fact that it is not a profit making (non-commercial) event. The proceeds are for evangelism. Cooperation is absolutely needed, and that shouldn't prove to be a hindrance for pastors. It should be announced that it is a marvellous opportunity to bring non-christian friends.....!

BOOKTABLE

Another way to encourage people to help and to come is by means of a booktable in each congregation. Good books help for counseling, general spiritual preparations, it helps to become evangelisation-minded. Because they are available everywhere, we suggest you use the following titles like: Good News for Modern Man, The Cross and the Switchblade, The Late Great Planet Earth.

Also include records, cassettes, recorded by the group as a means of introduction. You can often get those cassettes and records from the group at a reduced rate or from the record company. Have a special sale in your area, using the different book tables, coffeebars and things like that. This will also help publicize the concert. Other promotional ideas include stickers or buttons which can spark interest.

They can be bought very cheaply, and you can give them away or sell them for a small price.

PERSONAL PREPARATION

As much as possible, it would be helpful to hold a few Bible Studies on salvation, repentance, and the necessity of the gospel. Further, it is important to organize prayer meetings for the concert. Along with hard work, it is important to seek God's blessing. (see chapter 2, the second part).

PLANNING SCHEDULE

To fill out the schedule, fill in the date of your concert and count backwards.

- 14 Sunday, pulpit announcements about the concert
- 10 Bible studies and prayer meetings
- 7 Pulpit announcements again
- 7 Give out flyers and set up book tables
- 3 Bible studies and prayer meetings
- 0 Concert date

And after the event, report back to the churches about the results and blessings.

9

CHURCH BULLETINS/CHRISTIAN MAGAZINES

An important part of the Christian network to contact and to seek support of, is the local church bulletin. Every church or fellowship has one. Naturally, it would be best if the editor would print a picture right next to an article with a catchy headline. Along with the relevant information, this article should encourage the readers to bring a friend with them to the concert. It should also explain who the concert is geared towards: youth, young adults, parents, senior citizens? A picture with the article will always be read more than an article alone. At the end of the article, make sure you give the date, where the concert is to be held, the address, the time, the admission price and a local telephone number for information. Between 10 and 15% of the public will come thanks to different church publications.....

In the article, don't mention that the concert has been organised by any particular church. There are still lots of people who will refuse to attend because they belong to another denomination.

HOW DO YOU DO IT?

Go with your material to all of the bulletin editors, or to the pastors. Make it very clear that all you are interested in is evangelism, and you aren't looking to attract people away from their church. It's important to put things into their bulletins because the possibilities for evangelism are so much greater if all the Christians will work together. Where do you find these church bulletins? Again, generally through the pastors and church leaders.

Make sure that the people receive your material in plenty of time. A weekly needs the articles and pictures seven days ahead of time, and a bulletin published every two weeks needs them three weeks in advance. A monthly needs them 8 weeks earlier. This gives the editors time to fit everything into their layout. It's important that one person does this, as it is important to develop a personal relationship with the editors. Therefore, don't just send him material, but bring them to him personally and call him occasionally. It's recommended that you handle these editors regionally; certain areas and bulletins overlap each other. It is never bad to have information coming from some different sources. Better too much than too little in the religious press.

One thing to remember: clearly, an article written for religious publications should be written differently than one sent to the secular press.

planning schedule

Fill in the dates yourself.

- 56 8 weeks in advance, start contacts and get your material into the church monthlies
- 20 Inform the bi-weekly newsletters
- 12 Inform the church weeklies
- 4 Church bulletins (the dailies, if they exist! Like Dagen in Sweden)

If possible, it's also good to send a follow up article after the concert. Try to use material as consistently as possible. For example, use the same logo, photographs, etc. This will increase recognition in the public's eye. Some music groups have material for you. Use it! If the group doesn't have any material for church publication, have a professional write them. *Amateurism turns people off.*

The sciba's (the secretary's) of a church receive by post and e-mail too many letters, requests, press-announcements and such. It is advised to find and call the right person who has the authority to put something in a church-magazine, Sunday-info-sheet and such. When you have made contact: send the information...

In this section, we'll discuss how to use the secular press. The different types of papers can be divided into following categories:

- a. dailies b. weeklies c. bi-weeklies d. monthlies
e. quarterlies

As far as your organisation is concerned, it's best if just one person handles all these contacts. Relationships with secular editors need a lot of tact and care. Take, for example, Christian jargon. Our pious stories won't get very far with secular editors because they are used to objective information with a lot of facts. Certain types of news you should emphasize for example that the group is good or famous. People react only if the news jumps out at them. It's best to bring the material to the editor personally. If that is not possible, first call and ask where to send it. Mail it, wait two or three days, and then call to see if it has been received. If you have personal contacts with the editor, you can give him additional information.

What needs to go to the secular press?

- * an article. Watch out for the language and the writing quality
- * a photograph of the group
- * a cover letter asking if this material could be published
- * clear information about the location, time, address, an information telephone number, ticket sales, and so on.

Most of all, do not say that a particular church is sponsoring the concert. That will work against you.

When should the material be sent?

Let dailies know four days in advance, weeklies seven days in advance of the publication date, bi-weeklies two weeks prior and quarterlies two to three months before you want the information to appear. See the planning schedule.

Many people think it's the most wonderful thing in the world to have an article printed in the dailies. It's great if they do print it. However, most of the public just looks at the headlines and put the paper down. The really important publications are the local and regional papers, especially the weeklies that are distributed from house to house.

You must get your story into these. These weeklies are often read cover to cover. About 15 to 20% of your audience will come from this source!

Some groups have material ready for publication. Use it! Otherwise, let a professional write a good article for the secular press.

Anything remotely smacking of amateurism will really work against you. How should you send the material? Neat, typed without errors and without wrinkles.

Planning schedule

Fill in the dates yourself

- | | |
|------------|--|
| - 5 months | Information into the quarterlies |
| - 8 weeks | Information to the monthlies |
| - 20 days | Information to the bi-weeklies (they appear 1x p. 14 days) |
| - 8 days | Information to the weeklies |
| - 4 days | Information to the dailies |
| - 0 | concert date |

Schools are very important for your publicity campaign. You need to make sure that the upper grades especially know what is happening. This can best be done by one person.

Step 1

Make sure that posters are up in all the schools. At your city hall, there's a list available which lists schools. Also, consult your telephone-book.

Step 2

Send your information to the school newspapers.

Make sure that whatever you send to the school newspapers is written for that age group. Emphasize the modern, dynamic, relevant parts of the program. Beware of "super spiritual" descriptions. That will really put people off. If you use the word "gospel", that should be enough to let people know that it will be a Christian concert. The best thing to do is print the article as a small poster which can be easily hung on the school bulletin board.

Always ask permission from the principle to hang up posters in schools (school bulletin board). Do this about two weeks in advance. The school papers needs to know approximately 2 months in advance. Sometimes an additional opportunity arises through religious classes or social science classes. You might also be able to give information in other classes about the concert. Arrange this with teachers approximately 4 weeks in advance. About 5 to 10% of the audience will come through promotion at schools

Sometimes the group can give a **concert at the school**. Always take advantage of this opportunity. 45 minutes at a school is a tremendous chance to witness and great publicity for the concert in the evening. Ask about the possibility a few months in advance. Generally, the principle is the one to contact.

The group will need grounded electrical outlets, about an hour and a half to set up, a dressing room and something to drink. They may also need a tuned piano. Sometimes, you'll also get a small honorarium from the schools. Fantastic!

FLYERS

There are people who swear by flyers. According to this way of thinking, flyers are the absolute best way of grabbing the public's attention in order to let them know what's happening. Because someone once found a flyer on the ground, read it, went to the announced meeting and at the meeting came to the Lord, flyers are supposed to be God's chosen instrument.

Flyers can be really useful, especially if you give one to someone after you have spoken to them. However, flyers aren't always effective. Marketing studies have shown that the response percentage is lower than one out a thousand, which means that you need to give out more than 2,000 flyers in order to get a response. People are apparently "all flyered out". Sometimes you can increase the response rate, especially with a really nice four coloured flyer with sparse, catchy text describing some particularly desirable item. What do you think the response rate would be when you consider most Christian flyers? Most are ugly, with too much "holier than thou" text poorly printed. Through the years, Continental Sound has experimented with all sorts of flyers - different styles, colors, amount of text - along with varied methods of distribution. We've seen that each time, statistically speaking, putting flyers in mailboxes does NOT work.

After that sad bit of information comes to the conclusion that we need to make a new sort of flyer. It will be playing card format and size (about 7 x 10 cm)(A6). The front will look like the poster, and on the back, there will be a photo and a small amount of text. It will be like a business card, which all the members of your church and committee can use. You only need to print in your local information. Every church member should be encouraged to have some of these cards with him at all times. You should also include these "cards" with all of your press information. It will make a good first impression!

HOW DO YOU DISTRIBUTE FLYERS?

Hand them out personally; make personal contacts! This is how to avoid useless distribution. Experiments suggest that, at most, 6% of your audience comes because of flyers (and only then if it is a very nice folder which has been personally distributed).

Personally handing out flyers is the only way of using them. Someone needs to take it upon themselves to see that all fellowships, churches, coffeebars, committee members, book tables, etc. receive flyers. For a city or region of 10,000 people, you'll need approximately 2000 to 2500 flyers. You can use this proportion to figure how many you'll need for your own area.

Personal distribution is done like this: someone puts a flyer in someone else's hand and says "Have you heard of this yet?" or "Are you going as well?" of "This is really cool!" Don't tell them any pious stories! That will turn people off. Restrict yourself to just talking about the activity. The flyer will make the rest clear. They'll hear the gospel just fine at the concert! And if you can just get them to come, they might stay through the whole evening....

planning schedule

Fill in the dates yourself

- 14 days **Give every church member flyers for personal distribution. Tell them not to give them out sooner than 10 days before the concert.**
- 7 days **Every church member has his flyers. Increasing distribution rate as the concert approaches. Major activity 1-3 days before the concert date.**

N.B. For maximum results, give most of your flyers out during the last five days. Only organisations like school, coffee bars, or youth clubs need them earlier.

POSTERS

Posters are a fundamental part of your publicity scheme. A high quality poster hung correctly approximately 10 to 14 days before the concert will bring approximately 20 to 25% of your audience if it is correctly distributed in your area. For every 10,000 people in your area, you should use approximately 250 posters. You can choose between two distribution systems:

1. Church members will each take three posters or more. One is for their house and two for nearby stores.

The disadvantages are

a. You need more posters

b. You have no control over where the posters are distributed

2. Make up a "poster squad" who will hang them around town in the following way:

a. post them in stores. Always ask the manager politely, and then hang them yourself.

b. hang them wherever you can on fences, telephone poles, etc. Ask permission from the community, but don't let them put you off. Political parties get permission too.

c. Make three sided posterboards and put them on all incoming roads and include arrows directing people to the concert.

d. Ask church members to hang the rest of the posters in their windows.

The second system is by all means preferable. This means that someone will have to make a master plan specifying where all of the posters should go - shopping centers, fences, etc.

Where should you hang the posters?

Schools, bulletin boards, large businesses, swimming pools, churches, stores, youth clubs, restaurants, coffee bars, snackbars, old people's homes, banks, post offices, sport centers and lots of other places.

A FEW SUGGESTIONS

Never put up your posters earlier than 14 days before your concert.

The best time to hang them is 10 days in advance.....! Someone needs to coordinate the whole operation; otherwise, everything will go down the tubes.

Continental Sound normally prints all the posters (designed by professionals) for a specific tour all together. Uniformity like this helps public recognition. Everything is on the poster except the local information, which you will need to have printed onto the posters.

What do you need to print on them?

a. City and date (large)

b. Church or hall name (less large)

c. Address and time

d. Admission price plus a contact address and telephone number

e. The word concert (or something similar) if it is not yet on the poster

In order to be seen, a poster needs to be at least size A3; A2 is even better.

Are there no posters available? Let a professional design them, because he knows best how to communicate with your target audience. No amateurism!

Sometimes, the printing can be less expensive with a small offset printer.

Print the local information on self sticking, A4 paper, stick the A4 on the poster, and you are all ready to go. Printing A2 is still expensive, unfortunately.

N.B.

1. Always have the local information printed on the posters. Never write them in with a felt tip pen. That turns people off.

2. When do you put up the posters? 10 to 14 days before the concert!

3. Posters in churches (only there) 3 weeks in advance.

4. Sometimes stores want A4 posters instead A3

Sometimes it can help to have a loudspeaker-system mounted on a car and have that car driving through the concert-area on the day of the concert. Don't expect miracles from this, but it gives extra attention.

What should be arranged?

- a. you need to ask permission at the police-station, town-hall or such, and do this several weeks before the concert-day.
- b. You need to make a good music-tape. The choice of music is very essential. It will draw attention or turn people away, so only the contemporary styles!

When you have such a car, have as well some of your youth-group walking along with the car in the streets and passing out some flyers to the really interested people who come out of their homes to listen.

The text used to announce the concert must be short and clear (NO christian talk) like: Tonight at 8 o'clock an exciting gospel-rock concert in thehall.

N.B.

1. Don't do it between 12.00 and 14.00 because of sleeping babies.
2. Don't do it before 10.00 a.m. on saturday-morning
3. Never on sunday
4. the wrong announcement would be: 'tonight will sing about their Redeemer and Saviour the christian choir'

Sometimes you can hire a secular professional company to do this for you, it's not so very expensive and you have quality, permissions and right-times assured. But you should give him the contemporary gospel music records to make a good tape.

Most local tourist-offices publish a monthly or even weekly report 'What is going on in the city'. They are open to put the news about your concert in it. Don't let yourself easily be turned down, for your 'gospel-concert' also has high cultural potential. Talk with the manager of the office about your activity about 2 - 3 months before the concert, supply him with good materials. They are also willing to hang some posters in their office and normally they will also sell tickets for you. Such an address is important to promote in your secular press campaign.

Sometimes the town-hall also has an officer in charge of cultural activities. Please go and see him 6 months before you do the concert. See with him, what they can do concerning special facilities, publicity, subsidies, etc.

Advertising will not always help promote your activity, unless you have a large budget. For advertisement in the dailies and weeklies only have result if the public sees your announcement several times and on a good (therefore expensive) place in the paper.

Some advice. Every paper has a page where you can read about the local 'lost and found' and 'Mr. Johnson has a refrigerator for sale'. On that page you can place some (about 5) small advertisements. This is also not so expensive. This page is normally spelled completely by the readers.

Sometimes an editor won't want to write about your activity. Normally they do it, if you say that you will put an advertisement in his paper if he will write about it and print the picture about the group. Because they always have lack of money, they are sensitive for this argument.

Avoid Christian jargon in your advertisement. Be clear and short as mentioned with the poster.

To announce the concert on radio & TV will be very different from country to country. In Spain, Italy and such countries: have courage and go to the regional stations, they are very willing even to interview you. The system is very open. Switzerland & Germany & Austria: difficult to get your announcement on the official stations, but don't give up, keep trying. Sometimes they succeeded already. France, Belgium, Holland: there exist several channels to get your news on, so don't give up too easily. Britain & Scandinavia: It's not so very easy, but also not impossible. USA: It's easy to get your news on local stations. Very easy on the Christian stations, but what about the secular stations? Try it. Other continents see Spain & Italy.

The more often your news is announced, the better it is. Don't expect miracles to happen because it was announced on the radio, but it is a good help to get some more attention.

Sometimes you can also interest one of the producers to record the concert or in the studio. But make sure you have the permit from the group to do it. Strange enough not every Christian group is happy with radio and TV-recordings, so you MUST have their okay on that. Normally with touring is, when a national tourcoordinator does the whole tour of the foreign group he also has the right to get them on radio and TV, but better: check on it with the group....!

There is a growing number of local and regional radio and tv stations, mostly broadcasting via internet. They have always interest to publish interesting local and regional news about events

Almost every country has its own Christian music magazine or art magazine. If this does not exist, normally the leading Christian magazines have a section dedicated to music, art, praise and such. Talk with the editor several months in advance to secure he will write about the concert. It helps sometimes to grant him the exclusive interview rights.

- Direct mail is a system by which you mail info about your concerts to a mailing list of individuals who have expressed interest in gospel-music of similar activities. Since the beginning in 69, Continental Sound keeps on a computer-system every visitor of a gospel-concert who left his name and address. Every time an important tour is coming, everybody will receive information. At least 20% comes by this mailing system. Be creative where to find such addresses: the Christian record company, your church/churches, etc, etc. Also keep the names and addresses in your town who visited the first time and mail them next time an invitation (there are special postage rates, ask at the post office). How to get those names & addresses of the visitors? Use the enquire-sytem as described in the book 'Up-To-Date' also written by Leen La Rivière. That booklet is added as second part of this book. Your mailing should go out between 14 - 10 days before the concert date.

In this era of social media, people are overloaded with info. So suddenly an ancient way of communication becomes again very important: a PERSONAL LETTER with a real stamp on the envelop. Please post 7 days ahead...

There are still other ways available to publicize your concert.

a. Telephone campaign

Ask all the churches to have their members to phone and invite all their friends to the concert. Have them do this three to five days before the concert. You can also have a team of girls calling numbers from the telephone book, using a questionnaire to invite people over the phone.

b. Badges

Starting ten days before the concert, have everyone - children and adults - wear a badge. Make sure it has the name of the group - preferably with their logo - and the date of the concert.

c. Shirt advertisements

You can have shirts printed with the name and logo of the group inexpensively. 2 weeks before the concert, have all the youth who are helping wear them around town. But ask the group permission to use logo and name; it is copyrighted.

d. Banners

Stretch large banners over all the incoming roads into your town. First, however, check this out with the police and other authorities who may need to give permission. Hang them up 10 days before the concert. Make sure they have the date of the concert, the hall, the name of the group and curtain time.

e. Reduction coupons

Sometimes it helps to use reduction coupons. Have coupons put in the local press in eye-catching locations. Have them say something like "With this coupon, you can have (amount) taken off the entrance fee to the (group's name) concert. Simply present this coupon at the ticket sales office." Many people look for bargains and this could attract them.

f. Book tables

You can get the attention of a certain segment of people through book tables. Starting about three weeks in advance, tables with pictures, flyers, records, cassettes or posters of the group can really help publicize the concert. Also ask if local stores could give extra window space for the concert. For example, bookstores, record stores, etc. And, if the record company will go along with it, why not have a "Take three, pay for two" sale?

g. Stickers

Stickers need to be the same as the flyers. Print in the local information and then stick them up.

Where?

1. On your own property, like school schedules, sacks or cars.
2. Places where people often wait.

You can put stickers on your property (not on anyone else's without permission) starting about two months in advance.

When this book was printed, the new means of communication did not exist like:

- internet
- e-mail campaigns
- you tube films
- blogs
- vlogs
- facebook
- twitter
- etc

BUT: it becomes more and more clear that people are overloaded with information. A growing number of people shut down several forms of these 'social media'

So the ancient form of a real letter becomes an interesting high rating means to communicate

We've said it before, but we'll say it again: about 20-30% of the public will come because they have been brought. Encourage in every way possible "word of mouth" campaigns, ticket sales, making sure everyone does their part, etc.

You've arranged a day and a time for the group to arrive. You need to have a well organised schedule in order to insure that everything runs smoothly.

1. A **team** needs to be on hand on the concert day which will help with ticket sales, admission, helping the group load and unload, etc. (have them on stand by as soon as the group arrives). This team can also function as ushers or a security team for the concert.

2. You will need **counsellors**. Approximately 5 people (who are easily recognizable by armbands) should be available for conversations afterwards. There won't always be a lot of conversations, as concerts may be the first time the audience has heard the gospel. The audience will want to take home what they have heard, think it over, and then come to a decision later.

3. A **booktable** is indispensable. Be careful: at the concert itself, you should not sell any records, cassettes or books from the group. They will do that themselves. You may sell everything else, however, be very selective about what you provide for the public on the booktable. A small selection with perhaps a few good titles works best. A book or a record is a long-lasting memory. Through them, everything which is heard will remain longer at work in someone's mind! If you can't do the booktable yourself, ask a Christian bookstore to help. At each concert, you should have a table about three meters long for the group to sell their materials in addition to your own booktable.

4. **Interpreting**. This is very important. Each concert needs to be interpreted if the group does not speak the language of the country. Would you please arrange for your own interpreters? Sometimes a group brings their own interpreter, you need to check on that a few weeks before the tour begins. Try to find your own, and call the group about two weeks in advance and let them know if you have found one.

5. In the concert manual, it states that **5 additional persons** need to be on hand to help out. They need to be available to do anything which comes up, especially regarding the programs.

a. Have these people report one hour before the concert begins.

b. They need to remain available, and must not be assigned other duties such as prayer, ushering, etc.

c. After the concert is over, it is a good idea to place this team near the exits with a sign which says "pens to fill out your questionnaires." They can also call out "Put your questionnaires here." Do they have pens nearby?

d. During the performance, things may be stolen from the dressing room. (It is the sad truth, it is happening).

Therefore, arrange for some security personnel to guard them, or lock them up. Arrange this with the road manager.

6. Copyright law regulations forbid any (sound, video) recording during a concert. Unfortunately, there is nothing we can do about that. There are official allowed exceptions for hospital radion systems or intercoms. Should you wish to make these recordings, we prefer you ask four weeks in advance in writing. Also, their equipment must be installed at 4.00.

7. Schedule for the day (this is only a suggested schedule). For definite times, see the concert agreement, you sign up with the group.

15.30	The group arrives. Give them something to drink. Helpers stand by unloading.
15.30 - 17.00	Set up
17.00 - 18.30	Hot meal at the homes of the hosts if possible (or at the church).
19.00 - 20.00	Last minute preparations. Hall opens at 19.30; booktable, record table, young people for various tasks, etc.
20.00 - 22.00	Concert with one intermission (give the group something to drink).
22.00 - 23.00	Conversations with audience; break down and loading up of equipment, including book- and record tables; home to host families. Helpers for loading.
9.00 next morning	Come together with sack lunch.

Sometimes, the group will come earlier for a school concert, open air concert, lunch break concert or Sunday morning concert (participation in service). Please arrange this with the organisation (see the concert agreement).

If there is a concert during the day, then it is generally one hour long. Figure set up to be approximately 90 minutes and break down to be 60 minutes.

Times mentioned in the concert book are approximate (On the Continental Sound tours you will find the precise times for your engagement on the contracts).

8. Try to have as many people as possible fill in the **questionnaires**. This will help you understand if improvements are needed the next time around. If you handle them correctly, questionnaires should provide material for follow up visits, insight into whether the publicity was good, and how the program appealed to the audience, as well as addresses to send invitations to for the next concert.

Questionnaires should be put inside the programs. In case there are no programs, simply hand out the questionnaires. Tabulation of Questionnaires (how Continental Sound does it in Holland see 'Up-to-Date' another book of the same author, explaining how you should work with questionnaires. Examples of the questionnaires in the same book). Added at the back of the book as second part.

a. The road manager will take the questionnaires with him for the office to tabulate.

b. Approximately two weeks after the concert, you'll receive them back for follow up visits, etc. Take these with you when you visit the people at home, as they provide an ideal opportunity for starting a conversation. This is very important. Keep them on file. How do you gather them after the concert? See point 5 of this chapter.

10. Announcements, welcome, closing

If there is a roadmanager, he should make announcements at the end of the first half about the questionnaires, record sales and length of the intermission. The opening of the concert must be done with sensitivity. If you can get a city councillor or mayor to do it, have them introduce the concert. Otherwise, as the local coordinator, you should do it, or some other prominent local figure. How? Say about 5 sentences about the group and let the public welcome them with applause. Keep it short and to the point. **Don't** begin with prayer (that is unusual at a concert). Have prayertime together before the concert in the dressing room. When the group arrives, talk about the schedule with the roadmanager, especially concerning the introduction, etc. You can do the ending, or the road manager can. Usually, keep it to a simple word of thanks, not a prayer.

Prayer (or an invitation) will be done during the program by the conductor. Ask the road manager if there are specific things he needs to say in his word of thanks. It is a good idea to give all the members of the group a bouquet of flowers (but don't spend too much money).

11. An evangelistic concert is one where the gospel is woven into the whole concert. Therefore, there shouldn't be any separate speakers. Naturally, you can arrange an evening with speakers, groups, etc. However, then it isn't a concert, but something else (such as a gospel festival). Make sure you state this in your publicity. The time schedule for all the arrangements remains exactly as we have described it in this book, even though it has been specially written for concerts.

1. Food and drink

From what has been written, you probably have a pretty good idea of what you'll need to take care of.

- a) milk, coke or apple juice is good when the group arrives. Soft drinks should also be provided during the concert intermission and after the concert.
- b) a good hot meal. This can be done so that one person can do it from a central location like the church (to prefer when the driving distances to the host families are too long). Often, a restaurant can be too expensive and take too long (except for a fast food place like MacDonald's). Better still: have the hosts pick up their guest(s) and take them home to a warm meal. Let the guests take their things to their homes and have everyone back by 18:30. This is the simplest way to do it, inexpensive and quick. It will probably be what is most appreciated by the group.
- c) next morning, the hosts should give their guest packed lunch. Don't forget fruit and something to drink should be included. Make sure you tell the hosts, this, and thank them for their help.
- d) sometimes, a large business will sponsor a restaurant meal (Try it).

2. Housing

In your concert agreement, you will be informed if housing is necessary, as well as the number of people you will need to house.

- a. Generally, guests are assigned in pairs to a host family (this is usually the minimum).
- b. The driver, conductor and the road manager deserve some extra attention. If you have any questions about anything, please call the tour-cordinator.
- c. Please give the hosts all this information.
- d. The bus is not available after the concert to take members of the group to their lodgings for the night. Generally, after the concert, the driver needs to get to bed as soon as possible after everything is loaded.
- e. Coordinator: when the group arrives, give the list of host families to the road manager.
- f. Calling the host families and assigning group members to them is usually quickest done by the road manager and a group member.
- g. There have been some difficult moments for group members on past tours. Not every host family has offered hospitality in a manner totally expected. Therefore, will you do both us and other groups a favor by ensuring that

2. single men are not assigned to single hostesses.

h. The following information should be given to the host families in a pleasant, polite manner.

1. Guests need to be picked up at 17.30.
2. They need to be taken home to a warm meal. (Use this period for personal contacts). Prepare the guest rooms.
3. Bring the guests back at 18.30.
4. When the concert is finished, hosts need to wait for guests near the stage. After everything is loaded into the bus, the group members may go with their hosts.
5. Guests will need to be returned to a central meeting point at a prearranged time. Confirm this time with the road manager.
6. If you can wash something for your guests, this would be very much appreciated.
7. If possible, please make your bath or shower available to your guests.
8. Wake your guest up on time. They will probably need about an hour to get ready in the morning before breakfast.
9. Don't forget to give your guests a packed lunch, including fruit and something cool to drink.
10. Your guests appreciate your hospitality. However, a two hour concert is a hard day's work. They will probably want to go to bed as soon as possible.
11. P.S. douche - shower; toilet - bathroom (words that always cause confusion). Could you please explain how the toilet and bathroom work?

For national groups who come to work with you, everything having to do with food and drinks remains the same. Please check the concert agreement to see if you need to provide a warm meal for them. Sometimes, it is also necessary to put up national groups overnight. All the suggestions above remain the same, but the special instructions for the families are probably not necessary.

Foreigners have no sleeping bags, air mattresses or towels with them. You'll have to arrange for these yourself. National groups, however, can bring sleeping bags and air mattresses with them if you don't have enough guest families for them. Arrange that at least 10 days in advance.

N.B. Don't allow the guests to go by public transport or such. Have somebody of the host family travel with them for safety and to prevent getting lost.

FINANCES

As you are reading, this feeling is probably creeping up on you: It would be wonderful to do this in my area, but how much will it cost? Well, it costs a lot! If all the overhead costs of our organisation were taken into account, then no one would be able to afford evangelistic concerts. Fortunately, we have supporters who donate gifts the year round which help to offset our costs. Concerts need to provide all costs over that amount. This amount is dependent upon many different factors. In any case, it is determined for each project. However, the costs you need to reckon with are within your reach. Each year, these are determined by all sorts of studies and statistics. You will find the correct amount in your concerts agreement. For the purpose of this book, we will work with what concerts cost for Continental Singers in the autumn of 1990. With one exception, all concerts paid for themselves. The one which did not, was paid for by a guarantee fund (see below) and subsidies. A few concerts broke even and all the rest exceeded costs.

Are all the work and expenses worth it? People also want to know this. We answer with a short and clear "yes". All the changes we have seen in people's lives since we began in 1969 has made it all worthwhile. This is especially true since evangelistic concerts often reach people who don't hear the Gospel via any other means. Here is a checklist of important things to consider when you are figuring the costs.

1. Assign someone in your committee to keep track of expenses carefully and to help you stay within your local budget.
2. Establish a guarantee fund. Ask friends, church members, churches and fellowships to donate from 25 to 50 guilders/DM/£/\$/franc/etc. There may also be people who are willing to guarantee costs if expenses exceed your income. Those who give their money with understanding may have their donations back if everything goes according plan. Start soon, because the initial costs will soon be upon you.
3. Have a special book and record/cassette sale. What's that? Studies have shown that approximately 10 people read/listen to every book/record which is sold. Clearly this is a very effective way to spark interest in your group. Therefore, make sure you have as many books and records/cassettes as possible available on your church booktable several weeks in advance, as well as supplying other church booktables in your area. The more you listen to something, the more you'll like it. Besides that, you will make a little money to help you with expenses as you receive the materials at a discount.

4. Ticket sales. We have figured that the basic costs of Continental Singers is approximately 1500 guilders a day. The rising costs of airline tickets and transportation make up the lion's share of our costs. No one ever makes a profit. Everyone really does it for free! (Continental Sound pays all the office and management costs). Here is a good explanation as to why we suggest you sell tickets instead of holding a collection.

a. background

Why do we suggest you charge admission? The target audience, first of all, is not necessarily the people in the churches, but primarily, the people who enjoy going out, and finally the fringe people of the churches (nominal Christians). We operate on the principle that church members hear the message of Christ regularly in their own services. The people who need to be reached are to be found outside of the church walls. We aren't providing Christian entertainment, but the whole goal of the concert is to reach non-Christians by means of music. People who make up this group **always** expect to pay for a ticket. This target audience will hardly ever come if there are no tickets to buy. Whatever these people can get for free is probably not worth their time. Ticket sales, therefore, are an effective means of reaching this target audience. Hence, you really need to seriously consider what your goals are for your gospel concert. If you use it as a means to reach the unreached, then you will have to do things differently than if you are simply setting something nice in front of Christians. For the first goal, ticket sales are very important. N.B. There are naturally, a few exceptions to this rule: Sunday morning and Sunday evening services and also in some Roman Catholic areas. In these circumstances, a collection is probably better. If you aren't sure, make sure you ask the tour-coordinator what to do. (If you have a collection, have you found ushers?)

b. Making things happen

1. Are you automatically exempt from entertainment taxes? Check it at the town hall.
2. Sometimes the tour-coordinator has blanks for you to use as tickets. You can either have your local information printed in or run off.
3. Advance ticket sales are very important. It is very important that you give tickets to friends and organisations to sell several weeks in advance. Don't wait to sell tickets until the evening before the concert. Similarly well distributed tickets should reach the greatest number of people. When considering distribution, don't forget the tourist-office, choirs, youth groups, etc. Make sure you begin 4 - 8 weeks in advance. This principle has proved itself time and again. It's best if you can get a group of your helpers to sell tickets.

4. 'bring along a friend' (especially a non-Christian) is our motto. Encourage all church members to bring unbelieving friends and neighbours. It's always successful if you bring someone with you. (It hardly ever works if you try to bring someone to church with you). There are different ways of doing it: one person will give a friend or neighbour a ticket and pay for it himself, while someone else will sell tickets. Make sure that all church members help you. Give everyone 5 to 10 tickets to dispose of and get everyone involved! Again, start well in advance.

How do you work out the finances?

1. Try to see if you can use a church free of charge (especially since your goal is evangelism). If that doesn't work out, see if you can rent a church or a hall at the lowest possible rate for cultural affairs. This will need to be paid for in advance.

2. Order your publicity materials well in advance. Please have your local information printed on them. Don't fill them in by hand (You can have flyers, posters and tickets stencilled as well). Since you will receive an invoice, you will have to count on paying these bills.

3. A certain percentage of the concert costs will need to be paid for in advance (you will receive invoices for that).

4. All the other costs will need to be paid for within 10 days.

5. In addition to these costs, you'll need to include your own expenses.

A few other thoughts on finances:

a) Ticket sales can be a good means of controlling how many people you have in your hall. Generally, fire safety laws don't permit there to be more people than seats. It's not hard to meet this requirement if you use ticket sales. If you have too many people, the fire department may call the concert off! (This happened once).

b) If advance ticket sales are slower than you expected 10 days before the concert, you'll know you need to step up your promotion campaign.

c) Let's emphasize this again: encourage advance ticket sales. What do we mean? All of your helpers and other involved people need to be sent out with 20 to 50 tickets to sell to their neighbours. Doing this faithfully will insure you about 150 people. Don't pass this up! Otherwise, you may be left empty handed. Naturally you'll need a few addresses where tickets are available to be purchased, and it's also good to sell tickets in your auditorium or church.

d) We recommend that your church has a collection for the concert. This will help you to manage the initial costs.

e) Don't forget to ask your city hall what subsidies are available, and don't be satisfied with a brush off or the run around by city officials. Keep persisting. Ask about these things early. From a cultural standpoint, you have every right to do it!

f) Have the admission tickets printed early. Maybe numbered and with your local information.

g) It is important if you could clear up all your accounts as quickly as possible after the concert! Thank you.

SAMPLE BUDGET in Guilders/DM/SFr.

Costs

300 posters 0.50 per copy	150.00
20 copies secular articles 0.25 p.c.	5.00
10 copies religious articles 0.25 p.c.	2.50
20 school articles 0.25 p.c.	5.00
addresses	10.00
25 buttons	25.00
100 stickers 0.50 p.c.	50.00
2000 flyers 0.07 p.c.	140.00
50 photos 0.50 p.c.	25.00
shipping costs	25.00
admission tickets 500 x 0.10 p.c.	50.00
purchase 20 records for a sale with discount	280.00
rent for church/hall	250.00
piano rental	150.00
group costs	1500.00
misc.	7.50

2670.00

Surplus 2030.00

4700.00

Income

Profit of sale of materials	150.00
Gifts	50.00
Ticket sales 450 x 10	2700.00

	4700.00

You also have your guarantee fund, collections from your church and subsidies to fall back on. You can always depend on these even if the concert falls through. If you discover you have money left over, what should you do with it? We suggest that it is split between 1/3 the national coordinator of the tour for his costs, 1/3 the local organiser, 1/3 the group for their purposes of musical Evangelism. There are more costs involved for the group which haven't been mentioned here. (The f 1500 covers the bus, portion of the airline tickets, copyrights, but not the office and management costs, equipment and such). You aren't in it for profit, and neither is the group, so a black budget is really welcome to help defray the overhead costs. As we told you earlier, CS has figured out costs in such a way that you can afford them.

How expensive should a ticket be?

Ticket prices should not be higher than the normal price of a film. If the group agrees to come for an offering, you'll need to change your financial arrangements. However, don't forget you still will need to cover all your expenses.

Concerning offerings: Is a small offering fair to offer a group? How will your local expenses be paid? Will your church donate money? Do you have other income? Sponsors? You'll need to consider that.

A Continental Singers concert cost approx. 10 Guilders/DM/SF in the autumn of 1984. We are suggesting at least f 10 because films, concerts, etc., have also gotten more expensive. Anything below f 10 makes the concert lose credibility. Make sure, however, you have policies for students, the elderly, children, etc. For example, if they show identification they receive a reduction? What about children under 12: half price?

N.B. Each performance in a church or auditorium will need to pay a copyright premium. How is that arranged? Ask the group or management in question!

Page 51 –B ADDITIONAL INFORMATION ABOUT FINANCES & DONATIONS

1. **One time events.** If you organise only one time an event over a few years, the question is, is it worth all the hassles of extra time and money to put up for that an association, foundation or other legal body. Well, that depends on the size of the one time event. *A. If the one time event has only a turnover of max.10.000 Euro (Western Europe) or 5.000 Euro (Eastern Europe),* you may be able to do it as a personal account, but BE SURE you open up for that a separate bankaccount. All incoming money and all costs will be paid via that separate account. If it goes via your personal account the tax inspector may see all incoming money as your personal additional income and charge you income tax. BE SURE you do good bookkeeping and have a closing financial report. *B. If the turnover is more than 10.000 Euro (Western Europe) or 5.000 Euro (Eastern Europe)* you have to use a legal form. That can be an association, a foundation, or even company(Ltd). Ask professional advice to a tax specialist or certified auditor.

2. **You organise often events.** Well, you have to set up a legal body for that. That can be an association, a foundation, or even company(Ltd). Ask professional advice to a tax specialist or certified auditor. And you always need to do correct bookkeeping and close the financial year with a financial report. Depending on the financial laws of your nation, you may need to do that via a certified auditor. If your organisation has a tax deductible status, you may need to publish your year report (on your website). Be sure that if you close the year with a PLUS, this is never mentioned as 'profit'.... Mention plus as *reserved for future projects!!!*

3. **registered Public Benefit Organisation.** In some nations such registration is possible. The name of that status may differ per nation, so check. If you can get such recognition, you will have a tax deductible status for your donors. In some nations it is only for cultural organizations. In other nations it is for social organizations and/or churches. So check!! Depending on your taxlaws even companies may be able to give donations.

4. Donations, admissions, sponsoring

TICKETS, ADMISSIONS, SEMINAR FEES: When you organise events, check the taxlaws FIRST, what it says about the status of your organization. There exist an example that a registered Public Benefit Organisation could NOT do ticket sales (that was seen as 'commercial', so the organization might lose their PBO status. But they could have free will offerings). But in many nations ticket sales for their non-commercial events is possible (courses, studies, christian concerts, seminars, expositions, etc)

DONATIONS: Donations are always possible and must be mentioned in your financial report. You can receive donations from persons, other organizations and even companies. A donation has NO ties attached, you decide how to spend the donation (using for what purpose). If you ask special donations for a specific purpose: you have to spend that money realising that specific purpose (it can not be used for other projects).

SPONSORING: When it comes to sponsors you need to make a *formal contract* with the sponsor in which you agree the benefits for the sponsor (mentioning of logo, mentioning of name and such). In no way a sponsor can get influence on the decision making processes of the board/your organizations or its members. If a sponsor wants to give (even a substantial amount) and want to be anonymous.. you may be able to handle it like a donation. In some nations sponsorship amounts may come under corporation tax or sales tax. So check again with a tax specialist, before making an agreement with a sponsor. It might be better to handle it as donation....

5. Subsidies

You may be able to apply for subsidies. Subsidies can be given by foundations or governmental bodies (national, regional, local). But be aware that each subsidy has a set of rules... decided by the subsidy giver. You need to follow those rules/regulations exactly otherwise a subsidy can be asked to be returned. A request for a subsidy must be applied in time. Most subsidies are going now via the website of that foundation or governmental body. They may ask for a final report about the activity and as well a financial report. So check carefully!

Don't think everything is finished when the concert is over. There are still a number of things which must be done.

1. You'll need a clean-up team to tidy the auditorium or church and to put chairs or tables back in order.
2. Thank the janitor, stage manager, etc.
3. Make sure that people take down the posters the next day. It looks really bad to see tattered and scribbled on posters months after the concert.
4. Clip all reviews and send copies to the group (Please write the dates and the newspaper clearly).
5. Begin working with the questionnaires once they have been returned. Visit people, and sign them up for Bible studies. Make sure people are available to do personal follow up work and to go to Bible studies with people who have made decisions for Christ.
6. Write thank you letters to everyone who helped you (individuals, churches, etc.)
7. Write reports about everything which happened. Be honest, and mention things which could have been done better.
8. Write a report for your church newsletter. It's great if people hear what happened.
9. Pay all bills quickly. This also needs to be a witness.

- A biblecal standard for evangelists (Billy Graham)
- Up-to-date, an analysis manual by Leen la Rivière
- CCM (US Gospel Music Magazine)
- Music & Art (Dutch Gospel Music Magazine)
- Treff (Magazine from Norway)
- Pack's, Punkt, XIX (magazines from Germany)
- Worship (by Graham Kendrick)
- Music in ministry (by Leen La Rivière)

IN CONCLUSION

We've provided you with a schedule for planning your concert and job descriptions which will best enable you to reach and inform as many people as possible in your area. Everyone will get the right information at the right time in the right way. Naturally, you don't have to go to all this trouble, but we have tried to set things up to guarantee the maximum results.

We require the use of high qualified materials to insure quality. Why quality? This is done to make sure that there are no barriers to keep people from coming. Because of this, someone's attendance becomes, in itself, a matter of prayer. Likewise, there should be prayer that the program touches the heart of the audience that may come to faith in Christ.

Therefore, in order for you, the local coordinator, to set up the programme into action, you must find a good team and stick to the schedule. To help yourself with advance printing, please let the tour coordinator know what materials you need as quickly as possible. After the concert, sometimes the roadmanager will give you a form to fill out. Will you send the completed form as quickly as possible to the tour coordinator with samples of local newspaper articles, posters and flyers? Sometimes you will also receive a form for financial reports. Send that as quickly as possible as well. These help the tour coordinator to do their job better the next time around. Thank you in advance.

Don't deviate from the schedules, as they are guaranteed to be the best way to help you accomplish your goals. They have proven their worth in a variety of circumstances. Please excuse the fact that this book comes across as very methodical, but our goal was to lay out very clearly all the organisation behind a concert, because people generally lack this sort of know how. However, a chapter on the spiritual side of preparation has been included. An evangelistic concert is a spiritual event.

Know how to function under the direction of the Holy Spirit. Therefore, pray regularly with your committee for the progress of all your preparations. Last but not least: if you need any advice, please get in touch with us. Continental Sound is here to serve you.

May the Lord bless you in all your preparations.

Leen la Rivière

CHECKLIST

Fill in the concert date at the bottom. Count backwards and fill the dates in yourself. Keep this checklist current and make sure that everything happens on time. Keep in constant contact with everyone who is responsible for a particular job. Make sure that everything happens according to schedule!

- 6-8 months
 - o Make contact with the group and the church/auditorium about dates and possibilities
 - o Fix dates with the group and church/auditorium
- 6 months
 - o Read this book
 - o Form your committee and assign jobs
 - o Inform all churches and evangelistic committees
 - o Ask for help
 - o Get the backing of your congregation
- 5 months
 - o Encourage your committee (chapter 5)
 - o Check into subsidies (chapters 15 and 24)
 - o Publicity in cultural affairs (chapter 15)
 - o Tourist-office (chapter 15)
- 4 months
 - o Order all materials: posters, flyers, photos, gadgets, etc.
 - o Arrange for all printing and stencilling
 - o School concert?
- 3 months
 - o First publicity in your own church (chapters 7 and 8)
 - o Organise host families (chapter 23)
 - o Organise your guarantee fund (chapter 24)
 - o Budget proposal (chapter 24)
- 2 months
 - o Inform religious monthlies (chapter 9)
 - o Inform secular monthlies (chapter 10)
 - o Inform special magazines (chapter 18)
 - o Prepare direct mail (chapter 19)
 - o Prepare badges (chapter 20b)
 - o Prepare shirts (chapter 20c)
 - o Prepare banners (chapter 20e)
 - o Stickers (chapter 20g)
 - o Organise ticket sales (chapter 24)

- 1 month

- o Auditorium/church (chapter 4)
- o Stage agreements
- o Dressing rooms agreements
- o Stage lighting
- o Electrical connections
- o Fuses and fuse box
- o Piano, tuning, and key
- o Record tables
- o Bookstore table
- o Lighting for the group
- o Are hall lights necessary for the programs?
- o Chairs for the orchestra
- o Heating
- o Admission and ticket takers
- o Security and coat racks
- o Locking of entrance and dressing rooms
- o Telephone numbers of police
- o Fire safety code
- o Announcements in your own church(es) (chapter 7)
- o Ask for help in sales, putting up posters and folders
- o Arrival time and map sent to the group (chapter 6/6)
- o Intercession in prayer circles (chapters 7 and 8)
- o Host families
- o Materials for church book tables (chapter 8c)
- o Inform schools (chapter 11)
- o Give instructions for different helpers for different jobs on the day of the concert (chapter 22)
- o Begin ticket sales at the very latest (chapter 24)
- o Pay the premiums for copyrights
- o Contact church bi-weeklies (chapter 9)
- o Contact secular bi-weeklies (chapter 10)
- o Permission for the radiowagon (chapter 14)

- 20 days

- 14 days

- 10 days

- 7 days

- 4 days

Concert day

- o Advertisements in the bi-weekly papers (chapter 16)
- o Inform prayer circles (chapters 7 and 8)
- o Pulpit announcements (chapter 8)
- o Inform religious weeklies (chapter 9)
- o Inform secular weeklies (chapter 10)
- o Give flyers to church members and begin distribution (chapter 12)
- o Put up posters (chapter 13)
- o Advertisements in weeklies (chapters 16 and 20)
- o Material to Radio-stations (chapter 17)
- o Shirt ads (chapter 20c)
- o Book Table sales (chapters 20f and 24)
- o Bring someone with you (chapter 21)
- o Direct mail (chapter 19) (bring mail to the post office)
- o Badges (chapter 20b)
- o Banners (chapter 20c)
- o Inform prayer circles (chapters 7 and 8)
- o Pulpit announcements (chapter 8)
- o Hand out flyers (chapter 12)
- o Arrange the route for the loudspeaker car (chapter 14)
- o Inform religious dailies (chapter 9)
- o Inform secular dailies (chapter 10)
- o Telephone campaign (chapter 20a)
- o Loudspeaker car (chapters 14 and 22)
- o Give helpers armbands
- o 5 helpers work with program sales
- o Ticket takers
- o Auditorium/church open promptly
- o Questionnaire boxes
- o Who does the introduction?
- o Who does the closing?
- o Security (chapter 4) and other points (chapter 4)
- o Make sure the eating and drinking times synchronize (chapter 23)

- 1 day after
 - o Tidy up (chapter 25)
 - o Thank you's (chapter 25)
- 7 days after
 - o Pay all bills (chapter 24)
 - o Compare final costs with original budget
 - o Examine the above in regards to management
 - o Follow up with the questionnaires (chapter 25)
 - o Submit report (chapter 25)

DETERMINATION

Since concerts range in scale from small to huge, we want to give you a means to determine how much material you will need.

- a) Please keep in mind that country, jazz, funk and rock are not attracting large crowds.
- b) Pop, MOR and contemporary sounds are bringing in the greater numbers in all age groups. Consider this when you think of the size of the auditorium or hall.
- c) An unknown group will not automatically attract the public. Either take a smaller hall, or order more publicity materials.
- d) A foreign group always attracts more crowds than a group from your own country.

This chart gives you factors to consider when determining your promotion needs. Instead of city, you can also read "area". Houses mean 'households' in that area.

Size of hall	city below 10000	city houses 10000-50000	city houses 50000-100000	city houses 100000-500000
-100 seats	5	7.5	10	15
100-350	10	15	20	40
350-750	15	20	25	50
750-1500	15	25	30	60
1500-2500	15	30	40	80
2500-5000	15	30	40	100
5000 or more	15	40	100	250

Have you considered these factors?

1. For the number of articles and pictures you need for the magazines and newspapers, simply find the size of your city and compare it with the size of your auditorium.

The number (or factor) where they intersect tells you how many articles and pictures you need.

2. For posters, you need to multiply every factor by 10. For example, if you hall seats 1500-2500, and you have an area of 50.000-100.000 your factor is 40. Therefore you need 400 posters.

3. To find out how many flyers you need, multiply every factor by 100. A hall seating 2500-5000 in an area of less than 10.000 housing units has a factor of 15. $15 \times 100 = 1500$ flyers.

4. To arrive at the number of stickers and badges, multiply the factor by 100.

Please note: Time tables for all situations are the same, but the larger the scale of your operations, the more people you'll need to handle all the work.

If you do your promotion campaign well, you get this picture (according to the up-dated statistics of 1990):

Personal recommendation (by friends)	ca. 30%
Pulpit announcement	ca. 10%
Church magazines	ca. 10 %
Secular magazines	ca. 15 - 20%
Via schools	ca. 5 %
Flyers/folders	ca. 4%
Posters	ca. 18%
Radio/TV announcement	ca. 4 - 6%
Several other media (like tourist-office, stickers)	ca. 4%
direct mail	ca. 10%

