

# Guidelines for Promoting AWF Events



The Alabama-West Florida Conference is blessed to have many groups, both laity and clergy, involved in various ministry events throughout the bounds of the conference. The abundance of opportunities exemplifies the dedication and passion of thousands of United Methodists. A combination of tools can help your event be successful.

## Ways the Conference can help you promote your event

- We invite you to complete the event submission form found on our website by clicking on the “Events” link and then the “Submit an event” link on the calendar page. It will be reviewed by our communications team before it is posted to the conference calendar.
- Any conference event posted on the conference calendar is included in the bi-weekly AWF NewsCONNECTION under the “Events” listings.
- If your event is intended for a special interest group, an email may be sent to those people codes only in our database (for example: youth, children, older adults, spiritual formation). **Emails to all clergy or the entire NewsCONNECTION list are not permitted if the event does not target the entire conference.** Rare exceptions to this are Bishop’s Day Apart, a town hall meeting, annual conference information, etc. **Our privacy policy prevents the Alabama-West Florida Conference from sharing email lists.** Any email correspondence about an event to a specific code must come from a conference employee.
- The social media schedule varies greatly from day to day. If you would like to request a social media post, you may send the event details to marycatherine@awfumc.org. These requests are not guaranteed.
- Registrations for events will be handled by the Office of Connectional Ministries.
- Occasionally the Office of Communications will send a “Explore these Upcoming Conference Events” email that includes all conference events for a certain upcoming time period. This is sent as needed based on the event schedule.
- The Alabama-West Florida Conference does not promote local church events.

## Ways you can promote your event

- Often times an event is targeted to a very specific group of people. The eight district superintendents can help you identify new participants that might be a good match for your group.
- Keep updated records of previous attendees and communicate directly with them
- Ask your key participants to help identify new people that would benefit from your event
- Have signup sheets at annual conference for those interested in your topic or seek to create your own database.
- Word of mouth! Nothing gets people more involved than a direct invitation (similar to church membership)
- Plan your event far enough ahead so that potential participants are available to attend. Calendars fill up quickly these days!

## Ways the district can promote your event

- Some districts send weekly e-mails with various events and news relevant to their area. You may find each district’s contact information by going to [www.awfumc.org/districts](http://www.awfumc.org/districts) and click on the district. It is up to the district’s discretion what they choose to promote and how.
- All eight districts have event calendars. The district administrative assistant handles those calendars.
- Districts have pastors’ gatherings throughout the year. An informational flyer or brochure could be handed out at these events. This is at the district’s discretion.

## Questions to consider when planning an event

- How was attendance last year?
- Is the topic of the event still relevant and will it attract new participants?
- Is the date/time of the event appropriate for participants?