



### **Promotion/Communication Plan Ideas:**

You will want to have several “phases” of communicating the GIC.

- Initial introduction of the idea and “save the date” for the GIC.
- Advertising needs of the GIC to places and ways to serve.
- Beginning six weeks prior to the GIC, begin to advertise the schedule of events as well as the “why” of attending the GIC. Be sure to include inspirational stories, an introduction of the mission partners attending the GIC, and explanations about different aspects of the GIC. Use “Global Impact Celebration” instead of “GIC” in communication with the congregation.

These different components of communication should be done in various and diverse ways that best fit your church’s current communication plans. Some ideas to consider:

- Sunday mornings are an important time to stress the significance of this event. Make numerous announcements that are spaced throughout the weeks leading up to the GIC.
- Social media channels
- Bulletins/church newsletters
- Website
- Communication to small groups, Sunday school classes, or life groups
- Special GIC brochures/handouts
- Special letter or video from the pastor