

Free Ticket Promotion

Here is an idea that has worked well for church concerts and special services where we have ministered. Many pastors have raved about the crowds it has produced and, I think, if you work it, it will work for you.

The concept is what I call the FREE TICKET CONCEPT. It is certainly NOT original with me nor is it complicated. But, by having a ticket printed or copied on your church copier and distributing them throughout your community you will hit a couple of key areas that flyers, posters and ads won't.

Here's what to do. (1) Check out the sample ticket(s) below and then proceed to design yours just the way you want it. Try to include as much information as possible. Remember, this is a piece, which will be kept and not just "read on the run" in the Laundromat or gas station. So, include some directions (1 1/2 miles past Wal-Mart) and phone numbers to be called for more information. Add a price to the ticket on one end. (2) Take your layout to the printer you normally use for church publications or put your master into the copy machine and copy away! Just remember that a little more spent here will probably pay off in the long run. The better the ticket looks, the more seriously it will be taken. Next have a rubber stamp with the word, FREE or COMPLIMENTARY in bold letters made. Stamp it OVER the price you printed on your ticket in RED! (3) Now comes the really important part. Be sure to have an ample quantity of these tickets ready. Have vision about what we can accomplish together for the cause of Christ. Plan to SATURATE your area with the complimentary tickets. The way to do this is to distribute them in every service, from the pulpit, for at least 3 weeks prior to the service/concert date. I recommend you call the ushers forward with handfuls and have them stand in the front and then asked how many need more tickets? Have them raise their hands. Then have the ushers hand them as many as they can use. This will make a big production of the coming event and get more people involved. But it will also do several other things. (a) It will provide the potential "attendee" all the information about the event RIGHT IN HIS HAND. He or she can take it home in their pocket or purse and refer to it later when they need to know what, where, when, etc. (b) AND THEN COMES THE REAL DRAW, They get the impression that they are getting a REAL BARGAIN!! Even something for nothing in a sense. To Americans that is a real draw. Little do they know that when they attend a Gospel service their lives could be changed FOREVER and Jesus will do it for FREE!

You may have used this idea before or you may have reservations about it. Try it and see. If you will work it, it WILL WORK!

