



SET FREE EVENT
**MARKETING &
PROMOTIONAL BOOKLET**



WELCOME

Thank you for supporting and participating
in Set Free - a Multi Church Event!

This document is intended to assist you in promoting the event to your church and to our community. It provides instructions as well as describes the contents of the media kit. If you have questions feel free to contact marcus@map-mi.org or email info@map-mi.org

Below is a numbered list of our promotional items

- 1 | COMMUNICATION LIAISON**
- 2 | VOLUNTEER SPOT**
- 3 | WEBSITE**
- 4 | SOCIAL MEDIA PROMOTION**
- 5 | POSTCARDS**
- 6 | POSTERS**
- 7 | BLACK & WHITE FLYERS**
- 8 | BULLETIN AND VERBAL ANNOUNCEMENTS**
- 9 | PRESS RELEASE AND NEWSLETTER**
- 10 | DOWNLOAD LINKS**

1 | COMMUNICATION LIAISON

Each congregation should identify one point of contact to be the liaison for your church who is responsible for the communication and promotion of Set Free within your organization. MAP will work with that person to ensure they have the appropriate tools, materials and instructions. Contact info@map-mi.org to identify your liaison and to provide us their email and phone number.

2 | VOLUNTEER SPOT

Volunteer Spot is a web-based tool used to enlist and manage volunteers for Set Free. Direct your members to this link to review the opportunities available and sign up for them online:

volunteerspot.com/login/entry/631000651001

A list with descriptions for most of the volunteer opportunities is included in the media kit for your reference.

3 | WEBSITE

aVoiceForHope.org is the one stop website for all information. The flyers, posters, and media kit are available for download on the site as well as other useful event details. The site also includes a link to the Facebook event where participants can RSVP and a link to Volunteer Spot where they can sign up to volunteer.

4 | SOCIAL MEDIA PROMOTION

We would like you to recruit at least five volunteers to help promote the Set Free event on their personal social media. They can sign up for this opportunity on Volunteer Spot website. MAP will provide them the posting instructions.

THE STRATEGY:

- MAP has created a Facebook event for RSVPs, to provide event details, and to direct people to aVoiceForHope.org.
- Encourage your members to RSVP via the Facebook event.
- MAP will regularly post Set Free content on Facebook, Twitter, and Instagram.
- Volunteers should check MAP's Social Media pages regularly as well as the posts made on your organization's social media.
- Volunteers share posts and tweets regularly on their personal social media.
- Your Communication liaison is asked to also share posts and tweets on your Church's social media platforms as appropriate.

MAP'S SOCIAL MEDIA PLATFORMS.

- Be sure to "Like" and/or "Follow" MAP
- Facebook: facebook.com/MichiganAbolitionistProject
- Instagram: instagram.com/MichiganAbolitionistProject
- Twitter: twitter.com/Official_MAP

5 | POSTCARDS

Your church will receive professionally printed postcards.

Your Communication liaison should contact Marcus at marcus@map-mi.org to let us know the number of cards needed to distribute to your members.

6 | POSTERS

Your church will also receive three different professionally printed posters.

- General poster
- How Men Can Make a Difference poster
- Empowering Teens poster

THE STRATEGY:

Post these within your church as well as around your community. Enlist volunteers to post them around the community e.g. coffee shops, restaurants, gyms, work place, etc. Volunteers should sign up at Volunteer Spot and they will receive further instructions.

7 | FLYERS

Included in the media kit are ½ page and full page black and white flyers that can be printed in-house on your printers or copy machines. Feel free to print and distribute these within your church bulletins, small groups and within the community. Downloadable flyers are available on the website for electronic distribution.

8 | BULLETIN AND VERBAL ANNOUNCEMENTS

Example text is provided for use within your church bulletins and can also be used as a guide for verbal announcements at your weekly services, events or small groups. An image is also available that can be used for slide announcements.

9 | PRESS RELEASE AND NEWSLETTER

A press release is provided. MAP plans to send this out to local news media but your Communication liaison is also encourage to distribute it out to their media connections and network. The press release can also serve as a newsletter article.

10 | PROMOTIOANL VIDEO

A promotional video for you to use can be found on aVoiceForHope.org. If you want to share the video on your church website or social media, the paper airplane icon in the top right corner will allow you to do so.

11 | DOWNLOAD LINKS

- 2 | VOULNTEER SPOT
- 7 | HALF PAGE B&W FLYER
- 7 | FULL PAGE B&W FLYER
- 8 | BULLETIN AND VERBAL ANNOUNCEMENTS
- 8 | SLIDE ANNOUNCEMENT
- 9 | PRESS RELEASE