

Saint Helen

Deep Dive: Crafting Engaging and Memorable Event Advertisements

Introduction

Creating effective and engaging advertisements is essential for capturing the attention of your audience and inspiring them to take the next step. In this deep dive information packet, we'll explore the importance of calls to action, crafting brief yet effective copy, and taking responsibility for your announcements. We'll also provide examples of good versus bad copy for event and ministry promotions.

I. Calls To Action

A strong call to action (CTA) guides your audience towards the desired outcome, whether it's registering for an event, joining a ministry, or sharing the announcement with friends. Use clear and actionable language that specifies what you want your audience to do.

Examples of strong CTAs:

"Secure your spot and register today!"

"Sign up now for an unforgettable experience!"

"Don't miss out – RSVP by March 15th!"

II. Brief Yet Effective Copy

Aim for concise messaging that conveys the key information about your event or ministry without overwhelming the reader. Focus on the most important aspects and avoid excessive detail.

Tips for effective copy:

Use short sentences and paragraphs.

Highlight the most important information using bullet points or bold text.

Avoid jargon and use language that's easily understood by everyone.

III. Crafting Your Own Announcement

Don't rely solely on your communications team to write and rewrite your announcement. Take ownership of the message by spending time crafting an engaging and informative copy that reflects your event or ministry's unique value.

Tips for crafting your announcement:

Start with a strong headline or title that captures attention.

Include a brief description that highlights the main benefits or attractions of the event or ministry.

End with a clear CTA that encourages the reader to take the next step.

IV. Examples of Good vs. Bad Copy

A. Good Copy Example: Youth Retreat

Title: "Ignite Your Faith: A Weekend Adventure for Teens"

Description: "Join us for an exciting and transformative weekend at our annual Youth Retreat! Experience fun outdoor activities, make new friends, and deepen your connection with God. Space is limited – register today to secure your spot!"

B. Bad Copy Example: Youth Retreat

Title: "Youth Retreat 2023"

Description: "We're having a youth retreat this year for all high school youth. All youth are invited to attend. We will have fun and fellowship. Sign up if you're interested."

C. Good Copy Example: Marriage Workshop

Title: "Rekindle the Romance: A Marriage Workshop to Strengthen Your Bond"

Description: "Discover powerful strategies to nurture and strengthen your marriage at our Rekindle the Romance workshop. Led by experienced counselors, you'll learn practical tools to improve communication, resolve conflicts, and deepen your love for each other. Reserve your seats now – space is limited!"

D. Bad Copy Example: Marriage Workshop

Title: "Marriage Workshop"

Description: "We're hosting a workshop for married couples. We'll talk about marriage-related issues. If you think it might be helpful, feel free to attend."

V. Conclusion

To create engaging and memorable promotional copy for your church events and ministries, focus on crafting clear calls to action, writing brief yet effective copy, and taking ownership of your announcement. By following these guidelines and learning from the provided examples, you'll capture the attention of your audience and inspire them to take the next step.

Have additional questions? Contact Matt at mboyle@sainthelen.org

Be sure to fill out our Communications form when you're ready to promote your event: sainthelen.org/communciations