

School of Leadership and Ministry Promotional Schedule

Promotional Material needed for SLM Launch:

- Website, IG, FB
- Banners
- Touch Cards
- Signs /banners/parking signs for program interest day
- Photo booth background
- #signs for photo booth
- Media slides with logo, school name, staff names etc
- Swag (MaryAnn – t-shirts, stickers, water bottles, Kylianne – cookies, other websites)

Calendar of events

- Website and Social media platforms go live by April 1

Outside Church Advertising

- Diane to contact schools/churches to see when we can promote
 - Columbia JR HS, Deana holmes@fifeschools.com, 253-517-1600
 - Fife HS, Christiann Thomas 253-517-1100 x24416 (Career & College Specialist), cthomas@fifeschools.com
 - Puyallup HS, Career Center, 253-841-8711, Shelley Jellison, jellissl@puyallup.k12.wa.us
 - Cascade Christian, 253-445-9706, Kristi Byrd, ByrdK@cascadechristian.org, Guidance Counselor
 - Federal Way HS, Tanary Gomez, Career & College Specialist, tgomez@fwps.org, 263-945-5400 (she will invite us to next event)
 - Local youth/young adult ministries
- Angie to contact churches to see when we can promote
 - Inspiration Bible Church
 - New Horizon
 - Family Life
 - Hilltop
 - Dr Lillian Robertson

Inside Church Advertising

<u>DATES</u>	<u>PROMOTION TYPE</u>
May 16	Program Interest Day – 10 am-12 pm
Aug.15, 22	Welcome BBQ at Pastors house 2 weeks before school starts
Aug. 22	Orientation/fun day 1 week before school
Aug. 31	Day one – Staff make breakfast and serve students/pray over them

Inside Church Advertising

<u>DATES</u>	<u>PROMOTION TYPE</u>	<u>ANNOUNCEMENT</u>
April	Service Announcement	Promote Degrees and Intern
4-11,12 4-25,26	Bulletin	Promote Interest Meeting on May 16th for students and parents Promote Interest Meeting
4-25,25	Foyer table Video	Promote Interest Meeting Display brochures Promote program
April	FFC Website front page	Announce program
April	Facebook Page	Promote program
April	Instagram Page	Promote program
April/May	Real Life (Youth) Wed. service	Promote program
May 2	Announce at Cohort	Announce program and Interest Meeting