

JOHN MICHAEL TALBOT

Grammy Award Winning Christian Music Legend,
Best-Selling Author and Host of the TVs "All Things Are Possible"



**Promotion Countdown
& Planning Guide**



JOHN MICHAEL TALBOT MINISTRIES

Promotion Countdown / Planning Guide

Pastors and Sponsors,

I want to personally thank you for inviting us to come in to your parish to minister. We are truly honored and excited that you would invite us to your community! We are trying to fire up the faith of the local parish and diocese with authentic Catholic revival through the theme of REVIVAL, HEALING and HOPE in Christ.

After 35+ years of ministry, and 60-70 parishes and diocesan conferences annually, we have found that in addition to prayer, implementing the following planning guide is essential to having a successful ministry in your parish! Doing so will make this a fun, engaging and effective experience through every step of the process.

I look forward to meeting you and ministering with you!

All things really are possible with God!

In Jesus,

John Michael Talbot

Founder, Spiritual Father, and General Minister
The Brothers and Sisters of Charity

John Michael Talbot Ministry Contacts

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Official Websites / Social Media

Official Website

www.JohnMichaelTalbot.com

Facebook

www.Facebook.com/JohnMichaelTalbot

YouTube

www.YouTube.com/JohnMichaelTalbot

Twitter

www.Twitter.com/JMTalbot

Official Store

www.TroubadourfortheLord.net

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Promotion Countdown / Planning Guide



YOUR PROMO COUNTDOWN CHECKLIST!

IT IS IMPORTANT FOR ALL TO REVIEW THIS ENTIRE DOCUMENT AND USE IT AS A CHECKLIST UNTIL THE DAY OF THE MINISTRY TO ENSURE NOTHING IS MISSED.



Week 16: BUILD YOUR TEAM

Four months prior to the event assemble the committee of people who will execute your ministry event. This is a community effort and not something that only one person can (or should) do.

PASTOR

The ministry will ONLY be a success with the FULL and ACTIVE support of the Pastor (and all parish priests and deacons). The role of the Pastor begins when the approval is given to host John Michael Talbot's ministry. It is also up to the Pastor to select the right people for the right job! Once the committee is formed, the role of the Pastor to stay actively and enthusiastically involved supporting the event, from pulpit announcements to providing presence during the ministry providing opening prayer and all evening announcements (provided by John Michael's Ministry Team).



PRIMARY CONTACT:

Assigned to: _____

A primary contact is needed to work closely between John Michael's ministry team and the Pastor/event team. The person assigned to this job is responsible for overseeing all areas of the event from beginning to end. It is important for this person to be detail-oriented, fluent in English and easily accessible via cell phone, text and emails. Ultimately, this person is responsible for the success of the event.



ADVERTISING CONTACT:

Assigned to: _____

This person is responsible for getting the word out! They are initially responsible for ordering promotional items from John Michael's ministry team and for making sure the upcoming ministry event is announced within the entire parish/community as well as outside throughout the diocese and to neighboring Christian and secular media outlets and locations. This person is responsible to insure parish Bulletins, Website and Social Media are updated correctly and on-time. Jesus wants His house to be full!



VOLUNTEER COORDINATOR:

Assigned to: _____

This person is responsible for recruiting and coordinating volunteers for the night(s) of the actual ministry.

- "Roadies" to assist with the Load-In and Load-Out
- Volunteers to assist at the product tables selling spiritual resources
- Ushers

It is best for to use the same people (if possible) for multi-evening ministries. Volunteers will be required to show up early for the event for training from John Michael's Ministry Team. They will NOT MISS any of the event!



JOHN MICHAEL TALBOT MINISTRIES

Promotion Countdown / Planning Guide

Week 14: ORDER YOUR PROMOTIONAL ITEMS!

Now is the time for the Advertising Contact to your promotional items:

FULL COLOR 11 X 17 POSTERS

Our office provides you with pre-formatted, full-color posters at NO COST. We usually send 50 posters at a time. We can send more if needed. Please take advantage of this valuable resource!

To request posters, please contact our office at: customer-service@johnmichaeltalbot.com or call 877-504-9865 (Toll Free) or 479-253-7710.

FLYERS, BULLETIN ANNOUNCEMENTS, PRESS RELEASES AND MORE

- **Flyers:** Our team will design custom flyers that will be sent electronically in PDF and JPG format (color and black & white) for you to reproduce locally.

- **Bulletin Announcements:** We design custom bulletin announcements to keep your parish informed.

- **Press Release:** We prepare a professional Press Release for you to send to diocesan, Christian, local press (include all media including radio and television) and neighboring parishes.

HIGH RESOLUTION IMAGES OF JOHN MICHAEL TALBOT

PLEASE DO NOT CHOOSE IMAGES YOU FIND ON THE INTERNET. Should you need ANY images of John Michael Talbot for your own promotional efforts (or requests from media), please contact us directly. Only approved images of John Michael Talbot provided the ministry are permitted.

MORE (Paid Advertisement, Ticket Templates, etc.)

Along with the above, we are happy to design professional ads to your specifications should you decide to use paid advertisement, ticket templates (for ticketed events) and more!

To request posters, please contact our Public Relations office at: public-relations@johnmichaeltalbot.com or call: 718-551-6884



JOHN MICHAEL TALBOT MINISTRIES

Promotion Countdown / Planning Guide

Weeks 12 through 10: GET THE WORD OUT

Time has come to distribute your promotional items. If you are having a ticketed event (concert), this is the time to decide how you are printing AND distributing the tickets.

PARISH - ADD THE EVENT TO YOUR PARISH WEBSITE AND BULLETIN

Add the event to your parish website calendar, front page and add a SAVE THE DATE announcement to your parish bulletin.

PARISH - ANNOUNCE TO ALL CHURCH AND SCHOOL ORGANIZATIONS WITH YOUR PARISH

Make sure ALL parish organizations (and school if there is one associated) are advised of this upcoming ministry. All should be advised to clear their calendars to attend. Encourage all to share the event with their family and friends as well.

GET THE WORD OUT TO LOCAL CHURCHES

Have volunteers contact churches in the surrounding area to tell them about your event and ask if you can send them posters to put up at their church.

GET THE WORD OUT ON SOCIAL MEDIA

Set up a Facebook event that people can join and advertise to others. Use your personal and your church's social media accounts to spread the word, ramping up your efforts in the weeks leading up to the event. Also utilize Facebook ads to target people you may not otherwise reach from your personal network or your church's network – this can be done easily by targeting people in your area who have 'Liked' the artist you are hosting (or similar artists). Make sure to also link to John Michael Talbot's Facebook page and events!

GET THE WORD OUT VIA EMAIL AND SOCIAL MAIL

If your church has an email list, send an eblast to announce the event and ask for support in spreading the word.



JOHN MICHAEL TALBOT MINISTRIES

Promotion Countdown / Planning Guide

Weeks 10 through 9: POSTER AND FLYER PLACEMENT - PLACE ADS

POSTER AND FLYER PLACEMENT

You should have contacted and placed flyers and posters in all local churches. Now is the time to hang posters and flyers everywhere that will allow it. Make sure there are highly visible posters at all ticket outlets. Don't just post them and leave – check back later to verify the poster is still there.

PAID ADVERTISEMENTS

Place paid ads now. Our office would be happy to design the ad to the required specifications at no additional cost. If you take out a paid ad, don't hesitate to mention that you would like to have a featured story run at the same time. Contact our office by email: public-relations@johnmichaeltalbot.com or call 718-551-6884.

PLACE ADS IN FREE PUBLICATIONS

Place ads anywhere that you can for free - any free Christian and Secular publications, college/school newspapers, community events TV channel, etc. Most Diocesan papers have a free section announcing events "Around the Diocese". If it's free, use it!

Week 8 through 7: INTERVIEWS - PUBLICITY CAMPAIGN CONTINUES

INQUIRE WITH YOUR DIOCESAN (AND OTHER MAJOR PUBLICATIONS) ABOUT A FEATURE STORY

Check with your diocesan paper (and other major publications) to do a feature story on your John Michael Talbot event. Provide them an approved photo and press release. ALL REQUESTS FOR INTERVIEWS SHOULD BE HANDLED THROUGH THE JOHN MICHAEL TALBOT MINISTRY OFFICE!

KEEP USING SOCIAL MEDIA

More shares, tweets, retweets, and likes = more people hearing about your event!

CHECK ON POSTER LOCATIONS

Revisit the locations that you've placed posters and confirm that they're still visible and undamaged.



JOHN MICHAEL TALBOT MINISTRIES

Promotion Countdown / Planning Guide

Week 6: RECRUIT "MINISTRY DAY" VOLUNTEERS

EVENT VOLUNTEERS

Recruit volunteers for the actual ministry event. These volunteers are absolutely vital to the success of the ministry. Detailed Volunteered Requirements are outlined in Attachment 1 at the end of this document .

Week 5: CHANGE CHURCH BULLETIN ANNOUNCEMENTS

PARISH EFFORTS

- Post the event on your parish marquee.
- For the past few weeks you should have been running a "SAVE-THE-DATE" in your parish bulletin and websites. Now is the time to change to the actual ministry flyer!
- Have your event announced the event at all Masses. Announcements by the Pastor / Clergy are more effective than normal parish announcements. Use the press release as a guide to assist in the "pulpit push"!
- By this time the pastor should have arranged to have all internal organizations clear their calendars and should be encouraged to participate as a group (Choir, RCIA, Knights of Columbus, etc.).

CHURCH LEADERS

Invite your Bishop and other leaders. Personally invite neighboring Pastors and religious communities.

NEIGHBORING PARISHES

Ask all neighboring parishes if they would be willing to mention the event in their church bulletin or in their Sunday morning announcements. Here is a sample that you can send with an approved image:

JOHN MICHAEL TALBOT IS COMING TO (insert your church name)!
Christian Music Legend, Best-Selling Author and host of the inspirational TV show "All Things Are Possible with God", JOHN MICHAEL TALBOT is coming to (your parish name) on (date and time). John Michael's ministry has blessed millions of lives over the past four decades transforming lives to a deeper relationship with Jesus!

Please visit www.JohnMichaelTalbot.com or www.facebook.com/JohnMichaelTalbot for more information.
PLEASE SHARE!

Week 4: STATUS CHECK - SCHEDULE A TEAM MEETING!

This is the week to follow-up on all you have been doing. The Pastor and the Primary Contact should arrange to have a team meeting to get a status from all involved. The status will drive the balance of your efforts this week to see where you may have to step up activities.

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JOHN MICHAEL TALBOT MINISTRIES

Promotion Countdown / Planning Guide

Week 3: PULL OUT ALL STOPS!

FOLLOW UP WITH NEIGHBORING CHURCHES

Make sure they are running your bulletin announcement, flyers are still up and they are announcing from pulpit. Ask if they are coming as a group so you can arrange to save a section for them!

PARISH WEBSITE AND SOCIAL MEDIA

Build excitement by re-posting to your parish website and social media about the upcoming ministry event! Encourage your community to visit John Michael's various social media pages.

CHECK ON FLYERS AND POSTERS

Make sure all flyers and posters are still in places previously hung. Replace as needed.

Week 2: CHECK IN WITH EVENT VOLUNTEERS

Contact all volunteers and remind them of their commitment to the event. As addressed in attachment one - Roadies should arrive 2.5 hours before the event to help with the "load in". Others should arrive 1.5 hours before the event for training and for socializing before the attendees arrive the first night. Be sure to see all volunteer details in ATTACHMENT 1 at the end of this document.

Week 1: LAST MINUTE DETAILS

This week or sooner, a member of John Michael's Ministry team will be contacting you to confirm the details for a smooth and peaceful ministry. Have a list of any questions ready so nothing is missed.

- The day before the start of the ministry have parish, staff and volunteers send a last minute invitation / reminder via email, call, text and post in social media. Jesus wants his house to be full!

- Arrange to have "expenses reimbursement" check made payable to 'Little Portion' and be ready to given to the team upon arrival.

Collect a copy of any ads/articles/announcements and give it to John Michael's team upon arrival for the event.

Week 0: DAY OF THE MINISTRY

IMPORTANT: Make sure all requirements are met as specified in Attachment 1.



JOHN MICHAEL TALBOT MINISTRIES

Promotion Countdown / Planning Guide

Attachment 1

John Michael Talbot Ministry Requirements / Set-Up

MINISTRY AREA REQUIREMENTS

We bring a sound system, lighting and technician. We do not require access to the church sound system however, if your worship space is larger than 1,000 seats please have your church sound engineer available.

An armless high-back chair (like a sanctuary chair) should be placed in the center. If the area in front of the altar or stage is not raised, provide a simple, sturdy platform so that there are clear sight lines.

TABLES

Please have the following set up in the narthex, vestibule or greeting area at the entrance of the worship space at least 4 hours before the event:

- FOUR 8 foot tables for to sell product
- ONE 'card table size' for the credit card machine/operator
- TWO 8 foot tables and a LARGE basket. There is a drawing for a free autographed book/CD during the first half of the event. This table is required so greeters will hand out cards and for people to fill-in the card with contact info for a drawing.
- TWO 6 foot tables—one on each side of the altar area in the event we need to raise our sound system.

VOLUNTEERS

Please have different teams of parishioners to volunteer for each job. On a multi-night ministry, the same volunteers are requested each night. Having the training completed prior to opening the doors ensures a peaceful and prepared environment.

ROADIES

Please have at least 2 able bodied people arrive 2.5 HOURS prior to the start of the event to help with the "Load In". We ask that they are also available after the last night of the ministry for the "Load Out". They may also be needed during multi-evening events to assist if equipment/tables must be temporarily relocated.

ALL OTHERS -The following volunteers should arrive 1.5 hours prior to the start of the ministry for training and preparation:

- 2 GREETERS for EACH open door, and 2 people at the basket table
- 3 SELLERS to help with the sales of CDs, books and to answer questions
- 1 CHARGE CARD MACHINE OPERATOR (A finance or accounting type person is best.) We will train this person how to use the charge card machine (which we provide)
- USHERS (your normal compliment of ushers who will have various jobs through the night)
- 1 "SECURITY" GUARD (An off-duty peace keeper, military person or other qualified person in plain clothes).

Note: The volunteers will not miss any of the ministry!

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JOHN MICHAEL TALBOT MINISTRIES

Promotion Countdown / Planning Guide

Attachment 1 (Continuation) John Michael Talbot Ministry Requirements / Set-Up

Green Room (Quiet Room)

A quiet room, preferably the sacristy should be made available for John Michael near the ministry area. This needs to be in the same building and as close to the platform as possible. John Michael will use this area to prepare himself for the ministry. The room should have a comfortable, padded chair and a private bathroom.

Hospitality

As John Michael will be arriving quite some time before the event with the ministry team (2 others), simple, healthy hospitality for John Michael and the team is greatly appreciated each night as this is our "Evening Meal".

For ease, convenience and health, the ministry team is most happy with a order from Subway - each half wrapped separately - each person's order wrapped separately with the name printed on the individual bags.

Closer to the ministry you will be given a different order for each of the team for each of the nights of ministry. Each night, the team also needs: one case of Zero-coke, one case of Grape or Berry Propell, one 12 case of bottled water. These should be delivered to the Quiet right before the arrival time of the team each night.

OTHER CONSIDERATIONS

Sales of other items: The sale of food, drinks or other items is prohibited before, during, or after the concert. The Little Portion Monastery derives a necessary portion of its funding from the sale of products at the ministry.

Additional performers/ministers: Many local musicians and ministers request to appear with John Michael as we travel around the country. We appreciate their offer but we must respectfully decline all additional musicians, speakers, liturgical dancers, or other activities to be scheduled before, during, or in conjunction with the ministry event.

Video / Audio Recording: We encourage the audience to take photos and videos during the event to be shared via social media. Professional recording by members of the audience is prohibited without permission.

If your location has high quality video recording capabilities, please let us know in advance. We may want you to record the ministry for our archives or other mutually agreed upon reasons.

Email our office at public-relations@johnmichaeltalbot.com or call 718-551-6884.

Thank you for faithfully implementing this planning guide.
We really want this to be fun, engaging and effective at every step!
Do not hesitate to contact our office for assistance.

ALL THINGS ARE POSSIBLE WITH GOD!

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