

Ideas for Promoting the Service

1. Write up a press release and send it along with a photo of the artist to your local and surrounding area newspapers.
2. If there is a local Christian or gospel radio station get them to announce the concert and use parts of the artist's songs to help build excitement for the event.
3. Hang posters and pictures at local and surrounding churches, grocery stores, gas stations and other town businesses. Feel free to print as many copies as you want from the website or call and the artist will be happy to send some to you.
4. Put the concert in the local newspaper's religious, bits and pieces or local happenings section.
5. Announce the concert many times at your home church. Also, notify sister churches with whom you fellowship of the event. The more the event is talked about, the more excited people will become!
6. If you play recorded music before your church services, use some of the artist's music. One will be provided for this purpose if requested.
7. Make sure the event is in your church bulletin and church newsletters.
8. It is important to use continuous, steady promotion to build excitement and anticipation for the concert; the more excited people are, the greater the attendance will be.

Prayer Preparation

The most important thing you can do is pray. Utilize the prayer warriors in you church. Pray for the artist, Lee Fortune, for strength, good health, safety and discernment. Pray for those who will be attending the concert that the Lord will prepare them for any decisions that need to be made. Pray for your church in that this concert would be a time of spiritual encouragement and renewal. Pray for the concert, that none but Jesus Christ be glorified in all that is said and done.