Ideas from Alpha vision HTB

We are already doing lots of things to promote Alpha well. E.g. Banner, Poster Testimonies in church. Alpha DVD promotion to get church on board.

**Some new ideas** giving postcard to folk to give to friends?

Personal invitation is most effective way.

Using the website to promote Alpha is something we do but could perhaps better. Explaining clearly how to attend the launch event and register for the course

Many churches are using Facebook and Twitter and this was highly recommended as a means of outreach particularly for20 30s. Ross is hoping to set this up. Putting it online with a Hashattatchment? I don’t understand but this lady in our group at a small rural church was using this and felt it really worked. By whatever means we might win some! An online toolkit is available from HTB

**Repeat Repeat Repeat**

Seeing and hearing the message again and again has the greatest impact.

This is noticeable from a recent Alpha where some came after repeated contact.

**Get to know your local media and think about what might make a good story**

Invite people of interest to launch event e.g. your MP, local councillors, high profile church leaders.

Invite high profile to speak at your event e.g. local sports or TV personality.

Prepare a press pack to give to the media include the key Alpha message a local factsheet and a selection of photos with captions.