

Stake Family History Fair

PROMOTIONAL CALENDAR

Promotion through Ward and Stake Leaders—Media Calendar

It is important to make sure the members of each ward or branch in your stake are notified about the fair well in advance. The following promotional schedule is recommended for optimal results.

- a. 12 weeks before the event:
 - i. Set a goal for the number of people you would like registered for your fair.
 - ii. Reach out to your area public relations representative, and share the details of the fair.
 - iii. Make sure that the fair is scheduled on the stake calendar and that all bishops and branch presidents are aware of the event details.
 - iv. Communicate event details to ward family history consultants, indexing directors, and family history center directors. Consider inviting them to a planning meeting so their skills are used during the fair.
 - v. Consider inviting other stakes in the surrounding area to participate in the fair.
 - vi. Ask bishops and branch presidents to help communicate the details of the fair in their wards. Provide each of them with the following:
 1. One 12 x 18-inch meetinghouse poster for display on ward bulletin boards.
 2. Approximately 75 to 100 copies of the half-page flyer to distribute to ward members.
 3. One Sunday bulletin announcement page.
- b. 8 weeks before the event:
 - i. Communicate the attendance goal to bishops, ward family history consultants, family history center directors, indexing directors, and high council representatives. Request their help in promoting the event and inviting all to attend.
 - ii. Display the 24 x 32-inch meetinghouse posters in the foyers of the meetinghouses.
 - iii. Display the 12 x 18-inch meetinghouse poster at local family history centers.
- c. 6 weeks before the event:
 - i. Update bishops, ward family history consultants, family history center directors, indexing directors, and high council representatives with registration numbers, and remind them of the attendance goal. Encourage them to help promote the event.
 - ii. Remind bishops to promote the fairs in their wards using the materials provided.
 - iii. Distribute the 12 x 18-inch community posters and half-page community flyers to local libraries,

community centers, historical societies, and other public venues with community boards.

1. You may need to get permission before displaying posters in these venues.
 2. Ask in these venues if public service announcement (PSA) opportunities are available to communicate fair details on websites, forums, emails, and so on.
- iv. Contact local media outlets (newspaper, radio, and TV) to provide them with a copy of a press release and the 8½ x 11-inch newsletter insert. Ask if any PSA opportunities are available for this free event.
- v. Your area public relations representative may be able to help promote the fair. If not, use resources in your ward and stake to help with community outreach.
- d. 4 weeks before the event:
- i. Update bishops, ward family history consultants, family history center directors, indexing directors, and high council representatives with registration numbers, and remind them of the attendance goal. Encourage them to help promote the event.
 - ii. Remind bishops to promote the fair in their wards using the materials provided.
 - iii. Email your registered attendees a reminder of the event. Encourage them to invite family members, friends, and neighbors to attend the fair. Remind them that all are invited and that there will be classes for everyone, no matter their level of experience in family history.
- e. 3 weeks before the event:
- i. Update bishops, ward family history consultants, family history center directors, indexing directors, and high council representatives with registration numbers, and remind them of the attendance goal. Encourage them to help promote the event.
 - ii. Remind bishops to promote the fair in their wards using the materials provided.
 - iii. Follow up with the places where you distributed the community posters and flyers. See if the posters and flyers need to be refreshed. Follow up on any PSA opportunities.
- f. 2 weeks before the event:
- i. Update bishops, ward family history consultants, family history center directors, indexing directors, and high council representatives with registration numbers, and remind them of the attendance goal. Encourage them to help promote the event.
 - ii. Remind bishops to promote the fair in their wards using the materials provided.
 - iii. Email your registered attendees a reminder of the event. Encourage them to invite family members, friends, and neighbors to attend the fair. Remind them that all are invited and that there will be classes for everyone, no matter what level of experience they have in family history.
- g. At the event:
- i. Hang a vinyl banner (optional) in a visible, high-traffic area such as the cultural hall or the main entrance. With approval, the banner may also be displayed on the lawn in front of the building. (Note: Seek approval and help to hang or display the banner appropriately.)
 - ii. Hang the welcome signs on the main entrance doors.