

How to Promote a “Robatins” Program

Prayer

This Ministry has Many Prayer Partners and we commit to each church, organization, or promoter that we will bathe our upcoming visit in prayer and ask that You do the same. To avoid pride or self sufficiency, we encourage all involved to bathe even the littlest task in prayer. ALL things can be sanctified, even the placement of posters and promotional materials.

Logistics

In many churches, concerts and events can take place in the midst of many other church activities. We ask that you make sure the church is fully aware of the upcoming concert weeks in advance. If you desire to do a mailing, a pre-concert mailing can often gather the church around the event and create a special time of outreach to the community.

Put up Posters

Via our web site, www.robatins.com, you will find a poster and other important information that will be needed to help promote the upcoming concert. Seeing is believing. Put them in the church foyer, the bulletins, Sunday School classrooms, entry ways, local banks, grocery stores, restaurants, and Christian Book stores. Some book stores allow you to provide them with bag stuffers or flyers at the cash register. **It would be a great idea to appoint a “Poster & Promo” committee to oversee this.** And remember to pray with the committee before they do anything.

Media Promotion

Radio: Many cities have Christian Radio stations in their area. The stations should be contacted and a public service announcement be requested with the Name, Date, Time, and Place. (PSA’s are FREE and all radio stations are required to do so many PSA’s per month).

The Robatins Love to do radio interviews a few weeks out from the concert via phone, and/or on the date of the live concert. If they are to do interviews the day of the concert, we need advance notice for travel purposes. We also need enough time to get back to the venue or church in time to set up and warm up.

CD’s can be provided to radio stations for playing as well as promotional Giveaways.

Pray, Pray, Pray

As we mentioned throughout this document, prayer is a divine tool that God allows His people to use to bind and loose. We The Robatins, believe that without prayer, we can’t even think of doing Ministry without His participation, guidance, and Blessing. So PLEASE, take time to bathe in prayer over every step of preparation going into this concert.