



Publicity Planning Timeline

✓	When to Start	Media
	When church sponsorship is given	Use Intro Video to announce group <i>See Free Resources Sheet</i>
	Two months prior to start	Website Listing "Find a Group" <i>Send info to Julie@FreshHope.us</i>
	Six consecutive weeks before start	Church Bulletin Announcement
	Six weeks prior to start	Church web page & newsletter
	Six weeks prior to start	Brochures, Invitation cards available
	Six weeks prior to start	Display Posters at church
	Six weeks prior to start	Announcement and slides emailed to area churches; posters taken/mailed
	Six weeks prior to start	Letters mailed/emailed to area counselors and therapists
	One month prior to start	Submit PSA announcement to newspaper, community calendars
	Four consecutive weeks prior to start	Pulpit announcements
	Two weeks prior to start	Run Radio/TV/Newspaper ads (paid)
	Two weeks prior to start	Make daily Social Media posts
	Two consecutive Sundays prior to start	Display table with Fresh Hope information and facilitators
	Two consecutive Sundays prior to start	Show short Fresh Hope videos during announcements or at end of worship
	Ongoing as Group meets	Word of Mouth