



## *Prayer in Action! Low and No Cost Promotional Ideas!*

### **Here are some ideas shared by fellow Prayer Warriors around the country...**

- Fax a press release to area news outlets. Not every television station or magazine covers faith-based activities, but if it's a slow news week, the editors may be struggling to fill their space. Find a church secretary or volunteer who can write and submit a release for each special speaker, support group or event you host. You will find a sample press release and introductory media letter under the Media Tools Tab.
- Ask about a trade. Some magazines, radio stations and television stations will let you run an advertisement for free if they can be an official sponsor of the event in exchange.
- Get celebrities involved. Local celebrities, including politicians, DJs and television news anchors/personalities (such as weathermen) always draw a crowd. Enlist their help to promote your event. Having a newspaper, TV or radio station as an event sponsor will provide great exposure for your event while helping the station meet its community outreach objectives. In addition to having the station run your public service announcements, invite the local weatherman to be your honorary chair for your outdoor (or indoor) event and he/she will be sure to mention it on the forecast as something great to do on a beautiful (or cold and rainy) day.
- Propacandy: Make little labels about your event, attach them to candy, and distribute.
- Wear your advertisement: get T-shirts, put inexpensive magnetic signs on your car, make buttons, etc.
- Speak to your local Chamber of Commerce. If the event will be staged in a town park, center green, civic center, or any other local government property, then your local Chamber of Commerce can be notified to help with promotion.
- Invite a children's choir or recruit for one through radio PSA's, Christian schools, church announcements, Bible classes, YWCA youth programs, etc.
- Involve an adult choir in your event.
- Involve a lot of individuals, families and churches to foster unity across denominations. This tends to work best when the event is held in a public or neutral venue, and not a church.
- Invite area churches to host prayer stations, such as teen groups regarding suicides, crisis pregnancy center for pro-life prayer, etc.

- Work with local business owners to provide hot dogs to shelters and missions. Promote through Human Services dept and missions.
- Host contest for a song, DVD or radio ad about prayer. Promote through local churches, ministries, radio, cable channels...
- Create a short skit for the prayer event using high school drama students. Advertise locally through schools, home school networks, Bible Study Fellowship and Stonecroft.
- Host a prayer walk. Promote to businesses and neighborhoods where the walk will be held, using the annual theme (A Mighty Fortress is Our God).
- Print both sides of bright T-shirts with "How May I pray for YOU Today?", give them to a team to go around town and engage people in conversation and prayer.

**After the National Day of Prayer, we ask you to summarize your event and report back to us. Through these reports, we can share with the body of coordinators the many ways God is at work in our nation. Below are a few ideas shared in the reports:**

- We had an Honor Guard from Police and Fire present Colors. Most were former military. After prayer for military, had a moment of silence. Bagpiper played *Taps* as Colors were lowered to half-staff in honor of fallen heroes. Amazing Grace was sung a capella by all in attendance as Colors (flag) was raised back to full-staff. Fire and Policeman's prayer read by members of both departments.  
-Debra
- We had a Bible Reading Marathon along with the downtown Cleveland event at our church. We also had a prayer service at the local high school where nine churches participated across denominational lines. The local boyscout troupe was on hand for the Presentation of Colors.  
-Teresa
- (1.5 mile prayer walk ) We have praise and worship and opening prayer in the parking lot at Bridges Christian Church. We have all the ministers in attendance come together to represent unity in the body of Christ. For those that cannot make the walk, we have a prayer leader in the parking lot. Along the route, we have the 7 prayer stations where people use their NDP prayer guides to pray. We finish at the Advance Memorial United Methodist Church with praise music! We also have a half-way station with water and church van rides back in case people feel they are unable to finish the walk.  
-Dana
- (Event held in a public shopping mall) Invitations were mailed out to several townships and we had a tremendous gathering of denominations all united with one voice. This year's event included a four-member Honor Guard from the Niagara Falls Air Force base. In addition to presenting the Colors prior to the ceremony, the Honor Guard had a special Flag Folding Ceremony that was narrated and took several minutes. It was one of the highlights for the event. We also had an Abraham Lincoln impersonator recite the Gettysburg address. Abe is a lifetime member of the Abraham Lincoln presenters. Afterward, there was a reception provided by the Summit Mall, which hosted all those who attended and included Subway, beverages and desserts. The participating pastors and attendees were able to introduce themselves and gather for fellowship. It was also

posted on the mall Website and e-cards were sent along with mail-out invites and personal phone calls. I also included area pastors in the event itself.

-Helen

- Last year's attendance doubled this year with 73 people in attendance! There were the 20 highschool students from a local Christian Academy present, which was a wonderful "first." Pastors from eight local churches prayed for personal repentance and the seven topics in the Prayer Guide. One of the pastors I invited writes a column for our local newspaper, and he did one on the National Day of Prayer ahead of the event--and that's why I invited him! I really liked what he wrote, and his latest column was about all the history of faith and prayer in America as seen in the art of the Capitol Rotunda. One of the pastors was a Youth Pastor who conducted our first Youth Rally in Statesville on May 23rd, and he prayed for Education. Two of the pastors were younger men, and I am pleased for them to be involved. I do not list the names of the churches in the program so people will focus on the prayer being given rather than the church or denomination.

-Linda

- The youth were a big part of our NDP this year. We started with an 18-year-old male singing "East to the West," followed by a dance and sign language presentation of "Do it Anyway." The Mayor welcomed all participants and we had a dove released in memory of our Armed Forces. Speakers prayed for each category of the 7x7 Campaign, then we had 7th and 8th graders from Agape Christian pray, and we closed with an interpretive dance by our youth.

-Cathy

- Our event was a worship and prayer service. Worship musicians and leaders from three sponsoring churches led music in between prayers offered by pastors of 6 different churches and 4 ethnicities. There were no speeches or devotionals or preaching. Pastors led in prayer with their topics and prayer points projected on a screen for attendees to follow. Each prayed for 3-4 minutes and then invited the congregation to pray in small groups on the topic for 2-3 minutes. When churches were prayed for, all pastors and staff were asked to stand and be prayed for by the people near them. Same with military and educators. This was a very moving part of our service and was a new concept for us. It worked well and made it an interactive event. The sponsor church has contracted with the venue, Skirball, for the next 4 years. We just hope to get more publicity and attendance next year...room can hold 600.

-Sharon

- We try to involve as many youth in our ceremony as possible. Usually the high school band provides patriotic music while the crowd is gathering and accompanies us at the end when we sing "God Bless America" together. We have a family of eight (six are children) sing a capella. They have done this for the past three years and often sing some spiritual song they have written and composed themselves. Everyone in the community is deeply touched by their personal witness through music. A young junior high girl sang the National Anthem, also a capella. A high school Senior girl led the Corporate Prayer. We release balloons during the singing of "God Bless America."

-Barbara

- We had prayer locations throughout our county. It has been a dream of one of our members to do NDP right in Botetourt Co. This is our 3rd year and it is growing each year.

-Robert

- We held a noon prayer service across the street from our city offices and then an evening service in the chapel at a local university. We have the National Guard post Colors, a

Brownie lead the pledge and our mayor reads the local proclamation. We try to use as many people from various backgrounds as possible.

-Tricia

- I keep an e-mail group in my address book of local Christians I meet, so that when there is a local event, or a reason to notify people, I have a handy method that does not depend on the local media to get my message out to the people that most want to hear it. I also use the free bulletin board features of the local paper to announce the event. We start by introducing ourselves around the circle of people who gather. We give our names and which church we attend. I ask people for their e-mail address if I don't already have it. One man said he heard about the gathering from your website, and that's how he got there. It's amazing how many different churches are represented in a small group of people.

-Sheila

- We blew the Shofar at three of the prayer gatherings. On the Junior College Campus the sound of God's horn drew staff and students to the flag to pray. What a powerful and intimate time we had there.

-Charles

- I coordinate an event at a local senior living facility. They are so appreciative that I come and love to pray and sing the old hymns!! About 25 were at the Senior event. A friend told me that she had gone to a conference where the speaker challenged everyone to pray more for our country. I gave everyone a red sticker to take home and place somewhere in their house to remind them daily to pray for our country.

-Pam