



Advertising the Evangelistic Series

Now is the time to be finalizing on brochure selection and placing your order. Order them as soon as possible so members can use the brochures in their pre-work distribution. There are a number of printing options available that affect the price, but in general you can plan on spending \$200 to \$210 per 1,000 handbills, including mailing costs.

You might also want to consider advertising in your local newspaper, any free community papers, media ads, or any other method that you think would be of worth. There is a sample radio announcement that you can adapt and use that can be downloaded from The Empowered Church website. Our website also contains contact information for printing companies that are familiar with advertising Adventist evangelistic meetings.

The people who have had a personal contact with the church prior to the meetings and are personally invited by an Adventist friend have, by far, the highest percentage rate of accepting the last-day message. Encourage members to be involved in the church's evangelistic series as though they were the only advertising available.