

PRE-EVENT PROMO PLAYBOOK

ATTENDANCE GOAL: 200+

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PROMOTIONAL TIMELINE

Beginning Now: Build your team of One Day event champions.

- Notify core partners in your area who will be key conveners of your target audience.
 - Core partners could include area pastors, planters, planters' spouses, ministry leaders, key church staff, state Baptist associational staff, collegiate ministry leaders, etc.
- Meet with them to cast vision for the event and achieve high buy-in.
 - Gather small groups for an informational lunch. Arrange one-on-one chats over coffee.
- Establish specific next steps and timelines for them to help invite people.
 - Equip your partners with promotional materials and suggested tactics that mirror your own.

4-5 months prior: Send first mass public invitations.

- Promo Email invite #1: Send your target audience an email invitation.
- Social media: Advertise the event on social media channels you control, using provided template graphics and suggested tactics and timing below.
 - Encourage local churches, Baptist associations, and state convention to share these on their own social media platforms.
- Directly engage pastors and ministry leaders with personal phone calls inviting them and their fellow missional leaders to One Day.
 - Keep careful track of your calls and responses for follow-up.

3 months prior: Send follow-up invitations.

- Promo Email invite #2: Re-engage anyone who has not yet registered with another email.
- Follow-up phone calls: Using your tracking list, follow-up with personal phone calls to anyone who was tentative and encourage them to register.

60 days prior: Switch into higher gear of event promo and outreach.

- Promo Email invite #3: Send a “what to expect” email describing the experience and casting more vision and details for the event.
 - Consider sending this to your entire list of contacts, including those who have registered, to generate interest and fear of missing out.
- Increase frequency of social media posts, following tactics and timing suggested below.
- Phone call follow-up: Re-engage anyone who was tentative. Also, call those who are attending and encourage them to think of someone they can personally invite to join them.

45 days prior: Target a 50% registration level.

- Depending on registration levels, consider another email blast. If you’re not tracking at 50% or more of your target attendance by now, it’s time to dial up the intensity of your promotional campaign.
- Continue engaging key contacts and champions for this event, encouraging them to notch it up in their personal outreach to their own contacts. This is the home stretch of promotion, so it’s important you’ve landed on people’s calendars by now.
- Continue social media posts.
 - Consider highlighting different speakers and topics people can expect.
 - Reference other tactics and timing suggestions below.

30 days prior: Target a 75% registration level.

- By now, you should hope to be around 75% of your target attendance goal.
- Registrant email: Send a “we can’t wait to see you” email to those registered, briefly reminding them of what to expect and why it is important they not miss One Day.
- Promo Email invite #4: Follow-up with an email blast to anyone on your list who has not yet registered. Be careful not to spam people who have indicated they cannot attend.
- Work the phones! Your best bet to garner attendance is through personal asks that leverage relationships.
- Continue social media posts.
 - Consider asking key speakers and influencers to post “I can’t wait to see you at One Day” content, including <60-second, straight-to-camera appeals.
 - Share these on social media channels you control, as well.
 - Reference other tactics and timing suggestions below.

2 weeks prior: Communicate final appeals and details.

- “Know Before You Go” Registrant email #1: Send a “know before you go” email to those registered, briefly detailing any logistical notes (e.g., parking, meals), and recapping what to expect.
- Promo Email invite #5: Send a “space is filling up” email to those who’ve not yet registered, creating a greater urgency to confirm their attendance.
- Make your final rounds of phone calls to those who remain uncommitted.
- Continue social media posts.
 - Echo “space is filling up” theme here, with call to register.
 - Reference other tactics and timing suggestions below.

1 week prior: Send reminders and last-chance appeals.

- Sample Text #1: 1 Week Before Event
 - **Send Network:** We can’t wait to see you at Send Network One Day! Get ready to be encouraged and equipped for gospel impact. Details here: [link to event page]
- “Know Before You Go” Registrant email #2: Send a “see you next week” email to those registered with light recap of the basics (what, when, where, who, why).
- Promo Email invite #6: Pending remaining space and other logistical considerations you may have, send a “last chance to register” email to those who’ve not yet registered.

- Consider making a round of personal phone calls to key leaders and influencers who are registered for the event, thanking them for planning to attend.
- Continue social media posts.
 - Echo “last chance to register” theme here, with call to register.
 - Reference other tactics and timing suggestions below.

2–3 days prior: Registration closes within 24 hours.

- Promo Email invite #7: Send a “few spaces left” or “registration closes tomorrow” email invite, if appropriate.

Day prior: Encourage attendance.

- Sample Text #2: 1 Day Before Event
 - **Send Network:** Tomorrow’s the day! Join us for Send Network One Day—doors open at [time]. Bring your team and get ready to be inspired! [link to event page]
- Registrant email: “See you tomorrow” reminder.
- Final pre-event social media post: “See you tomorrow!”
 - Reference other tactics and timing suggestions below.

Event Day: Expect 80% or more of your registrants will actually attend.

- Even with proper promotion and relational buy-in, expect about 20% of your registrants still will not show up.
- See suggested event coverage and post-event coverage suggestions below.

SOCIAL MEDIA BEST PRACTICES

Please connect with Mitch Pinion, our Send Network Social Media Specialist, with any questions: mpinion@namb.net

First Things First

Make it easy for people to find event information!

1. Pin a One Day post to the top of your IG / FB page with registration information.
2. Add the link to your registration page in your Instagram bio.
3. When you post about One Day, share it to your stories with the link.

Social Media Posting

What works best on social media

- Photos of notable speakers
- Testimonial quotes with quotes
- Photo carousel from previous events
- Reels of notable speakers inviting your audience
- IG / FB stories with sign-up link
- See our One Day Canva templates for more ideas

The key is more storytelling/celebration and less overt promotion.

With each post, talk with other groups about collaborating/sharing (local/state associations, notable speakers, testimonial personality, etc.)

Lead-up promotional posts — 7 posts total, including 3 reels.

Use your discretion in posting content and frequency, based on your audience and local considerations.

Post once a month in the 5 months leading up to the event. Twice in the final month, include a “Last Call” posted 2 weeks before the event. Use the social media prompts provided as templates, along with the event graphics provided. (Template posts below)

**When you post, collaborate with / tag the channels that make sense (local SBC groups, hosting church/pastor). Tell each party when to expect to see the post go live so they are ready to accept collaboration/repost (found in their messages).*

Social Video Best Practices

Subject Position

- Film from just above the knee to the top of the head, leaving headroom for text and the phone screen notch.

Lighting

- Natural light works great; face your subject toward a window or outdoor light source.
 - Do NOT film with a window directly behind the subject.
- If you have access to professional lights, position a light at a 45° angle from the subject, and raise the light up on the stand so it's 1-3 feet above the subject's head.
- Avoid overhead lighting; it creates unflattering shadows on the face.

Camera

- Use a tripod or stabilizer to avoid shaky footage.

Location

- Wherever you film, ensure that the background is not distracting. Ideally, make it simple but relevant. Add context, but do not distract.

Audio

- Record in a quiet environment; background noise can be distracting.
- If possible, use a lav mic or shotgun mic close to the subject; phone mics often pick up too much room noise.



Reel Promotion

Ask 3 people of influence attending (speakers, directors, etc.) to create a 1-minute video on their phones (shot vertically) for you to post.

Ask this person of influence to include something that excites them about SN One Day, whether it is their content, the church-to-church collaboration, the emphasis on kingdom strategies, or something else.

**When you post, collaborate with / tag the channels that make sense (the influencer, local SBC groups, hosting church/pastor). Tell each party when to expect to see the post go live so they are ready to accept collaboration/repost (Instagram collaboration requests are found in their messages).*

CHURCH PROMOTION

Call church leaders and pastors within a drivable radius of your event. See suggested promotional timeline above for specific suggested timing and tactics.

APPENDIX A: SUGGESTED SOCIAL MEDIA PROMO CONTENT

SEND NETWORK ONE DAY SOCIAL MEDIA POSTS

Post 1:

Mark Your Calendar for Send Network One Days!

Church planting teams, sending church leaders, and “everyday Christians”—we are bringing the whole family together to set our eyes on Jesus and commit ourselves to His mission.

Imagine what God can do when His people partner for His purposes!!!

Don't miss this opportunity to join like-minded leaders and everyday Christians seeking to fulfill the Great Commission.

 (Insert day/time)

 (Insert location)

 (Sign up here)


Post 2:

Engage the City. Make Disciples. Plant a Church.

We want to invite you to a Send Network One Day—a local, one-day event designed to bring churches and believers together to advance God's mission. This year, we are gathering to celebrate what God has done and look forward to the “exceedingly abundantly more” He will do. We are locking arms to engage cities with the gospel, make disciples, and join God in His work to plant thousands of churches.

 (Insert day/time)

 (Insert location)


 (Sign up here)

Post 3:

Kingdom Cooperation Doesn't Happen by Accident.

Be part of the intentional mission at Send Network One Days, where like-minded believers will come together to pray, worship, learn, and strategize.

Whether you're a pastor, a church leader, or someone ready to leverage your life for the gospel, this day is for YOU as we explore what it looks like to expand God's kingdom across North America!

 (Insert day/time)

 (Insert location)

 (Sign up here)


Post 4:


“God, how can we obey the Great Commission?”

Answer: Together. This is the heart cry of Send Network One Day—a day for seeking God's face and for strategizing cooperation among like-minded leaders across our area.

Whether you are a church planter, aspiring planter, church leader, or you're simply passionate about God's kingdom, this event is for you!

 (Insert day/time)

 (Insert location)

 (Sign up here)


Post 5:

Calling All Church Planters & Leaders!

Send Network One Days is your chance to connect with others who share your mission to engage the city with the gospel, make disciples, and plant churches.

Let's lock arms and expand God's kingdom together.

 (Insert day/time)

 (Insert location)

 (Sign up here)

APPENDIX B: SUGGESTED EMAIL PROMO CONTENT

PROMO EMAIL TEMPLATE #1

Subject Line: You're invited to Send Network One Day in [City]

Preview Text: Be part of a powerful event in [City] as we pray, worship, and strategize to multiply disciples and churches.

[Insert Video Placeholder]

Email Body:

Hi [First Name],

Exciting things are happening through Send Network, and we want you to be part of it! **A Send Network One Day** is coming to **[City, State]**—a local, one-day event designed to bring churches and believers together to advance God's mission.

This year, we are gathering to celebrate what God has done and look forward to the “exceedingly abundantly more” He will do. We are locking arms to engage cities with the gospel, make disciples, and join God in His work to plant thousands of churches.

This is an opportunity to:

- **Pray** together and seek God's direction.
- **Worship** as a unified body.
- **Learn** from experienced leaders and planters.
- **Strategize** to reach our cities with the gospel.

 **Location:** [Venue Name]

 **Date:** [Event Date]

 **Address:** [Venue Address]

Come expectant and bring someone with you—whether a leader, team member, or someone exploring their role in God's kingdom.

Register today at SendNetwork.com/oneday! [button]

We can't wait to see what God will do when we come together!

In Christ,

[local field leader name + signature]

PROMO EMAIL TEMPLATE #2

Subject: [City], Let's Come Together for Send Network One Day!

Preview Text: A local event for prayer, worship, and strategy—join us for A Send Network One Day in [City].

Email Body:

[Insert Video Placeholder]

Hi [First Name],

Imagine what God can do when His people unite around His mission. **Send Network One Day** is coming to **[City, State]**, and we want to invite you to be part of this special event!

At this local event, believers from across **[region/area]** will come together for:

- **Prayer** that fuels our passion for the Great Commission.
- **Worship** that strengthens our faith and calling.
- **Encouragement** from church planters and pastors on the front lines.
- **Collaboration** on how we can engage the city, make disciples, and plant a church.

 **Location:** [Venue Name]

 **Date:** [Event Date]

 **Address:** [Venue Address]

Bring your spouse, church staff, members of your core team, a ministry partner, or someone exploring church planting in any capacity. This is a day to be inspired, equipped, and sent!

Register for Send Network One Day in [city name] [\[button\]](#)

We can't wait to see what God will do when we come together!

In Christ,

[local field leader name + signature]

PROMO EMAIL TEMPLATE #3

Subject: Don't Miss Send Network One Day in [City]!

Preview Text: Seats are filling up! Join us for a powerful day of worship, strategy, and vision at Send Network One Day in [City].

[Insert Video Placeholder]

Email Body:

Hi [First Name],

Send Network One Day is coming to **[City, State]**, and there's a place for you in the church planting movement! This is a one-day, local event focused on prayer, vision, and strategy to see God's kingdom expand in our communities.

Here's what you can expect:

- **A day of prayer, worship, and inspiration.**
- **Practical tools** to help multiply disciples and churches.
- **Connections with others** passionate about advancing the gospel.

📍 Location: [Venue Name]
📅 Date: [Event Date]
📍 Address: [Venue Address]

Space is limited, so register today and forward this email to a friend who needs to come with you!

Register for a day of encouragement and renewed vision [button]

We can't wait to see what God will do when we come together!

In Christ,
[local field leader name + signature]

“KNOW BEFORE YOU GO” EMAIL TEMPLATE #1

Subject: Get Ready to join in on Send Network One Day in [city]!

Preview Text: Here's everything you need to know before the big day.

Hey [First Name],

Thank you for registering for Send Network One Day in [city]! We're excited to join you for an inspiring and transformative day of worship, prayer, learning, and strategizing to reach the lost in North America. Here's some vital info to make sure you're fully prepared:

Your Event Details:

- **Date:** [Month ##, 2025]
- **Address:** [## Street Name, City, State Zip Code]

Parking:

We've made parking easy! [Insert parking details or instructions, if applicable].

Event Schedule:

[Example schedule and formatting. Insert your own. Be sure to note that lunch is provided]

- 9:00 AM – Registration & Coffee
- 9:30 AM – Welcome & Worship
- 10:30 AM – Speaker Name 1
- 11:15 AM – Speaker Name 2
- 12:00 PM – Lunch (provided)
- 1:00 PM – Breakout Sessions & Strategy Planning
- 3:00 PM – Closing Remarks & Prayer

Be one of the first 200 attendees to check-in and you'll receive a free t-shirt!

If you have any questions before the event, feel free to reach out to us at [email]. We can't wait to see you there for an impactful day!

Blessings,
[Field Leader Name]

“KNOW BEFORE YOU GO” EMAIL TEMPLATE #2

Subject: Only [##] days before Send Network One Day in [City]

Preview Text: Get ready to hear from incredible leaders and experience an unforgettable day together

Hey [First Name],

Thank you for registering for Send Network One Day in [City]! We're looking forward to spending an inspiring and transformative day with you, focused on what God is doing in North America and the role we all have in seeing His mission expanded.

At this event, you'll hear from some of the most influential leaders in the church planting movement in our city. These speakers are passionate about equipping and empowering believers to boldly take part in the mission to reach 1% of the lost in North America. You won't want to miss the insights, stories, and strategies they'll share that will help you, your church, and your community step into God's mission.

Here's some key information to make sure you're fully prepared for the event:

Your Event Details:

[Example event details and formatting. Insert your own. Be sure to note that lunch is provided]

Address: [## Street Name, City, State Zip Code]

Date: [Month ##, 2025]

Schedule:

- 9:00 AM – Registration & Coffee
- 9:30 AM – Welcome & Worship
- 10:30 AM – Title of Session: Speaker Name 1
- 11:15: AM – Title of Session: Speaker Name 2
- 12:00 PM – Lunch (provided)
- 1:00 PM – Breakout Sessions & Strategy Planning
- 3:00 PM – Closing Remarks & Prayer

We've made parking easy! [Insert parking details or instructions, if applicable].

Be one of the first 200 attendees to check-in and you'll receive a free t-shirt! Lunch is provided, so come ready to connect, collaborate, and grow with other Jesus followers who share your heart for God's kingdom.

For any questions before the big day, feel free to reach out to us at [email].

We can't wait to see you there!

Blessings,
[Field Leader Name]

APPENDIX C: TEXTING AND CALLING SCRIPTS

TEXT REMINDERS

If you want to send text messages to those who have registered for your event, [sign up here](#) for access to our texting platform, SlickText.

Sample Text #1: 1 Week Before Event

- **Send Network:** We can't wait to see you at Send Network One Day! Get ready to be encouraged and equipped for gospel impact. Details here: [link to event page]

Sample Text #2: 1 Day Before Event

- **Send Network:** Tomorrow's the day! Join us for Send Network One Day—doors open at [time]. Bring your team and get ready to be inspired! [link to event page]

Best practices for SlickText messages:

- Each text message must be 130–160 characters.
 - It must include “Send Network:” at the very beginning of the message, and you have to allow room for the URL.
 - SlickText will take the website URL, shorten it, and make it trackable.
- Here's an example: “Send Network: Thanks for your interest in learning more about church planting. To learn more, check out slktxt.io/ZN6v/1163301650”

TEXT REMINDERS

- Identify key pastors and ministry leaders in your region.
- Divide up the contact list among your team or other regional partners.
- Encourage them to personally invite others, including their spouses, staff, and members of their core team and everyday believers, to help spread the word about Send Network One Day.
- Share that attendees will be encouraged in the task of engaging the city, making disciples, and planting churches.

Simple calls and personal invitations go a long way toward helping people feel seen, valued, and excited to attend.