Evangelistic Meetings - *120 in 2020* Initiative
Local Church Cost – SAMPLE BUDGET

1. Handbills:

	*10,000 Handbills **Conf. Subsidized Cost**	30,000 Handbills **Conf. Subsidized Cost**	50,000 Handbills **Conf. Subsidized Cost**
Free Handbill Design & Free Set-up English or Spanish			
	$1,100.00	$3,300.00	$5,500.00

Comparison: *Regular Cost for 10,000 Handbills*:
$2,790.00 plus $295.00 set-up fee = $3,085.00
Note: Handbill orders less than 10,000 are available for rural areas.

2. Basic Promotional Kit:

	$350.00	$350.00	$350.00

Includes:	Quantity
8x4 Outdoor Banner	1
2x5 Indoor Banner	1
4x6 Invitation Cards	1,000
Yard Signs	10
Theme Stationary	100

***Comparison:* Regular Cost for Promotional Kit:**
$600.00 Value
Note: Additional supplies can be purchased at additional cost.

Website Platform & 1-800 # Registration ($295.00)	PA Conference Subsidized
Demographic analysis of each site	Included
Downloadable Resources (Bullet Inserts, Prayer Cards)	Included
Conference-wide Site locator (map with zip code)	Included
Written script, create and edit video	Included
Enhanced Website Advertising	Included

3. Facebook/Instagram Marketing:

Estimated Reach (Number of clicks to the website)	*$375.00 (812 clicks) (10,000 Mailers)	*$750.00 (1,750 clicks) (30,000 Mailers)	*$1,000.00 (2,380 clicks) (50,000 Mailers)

***Comparison:* *Regular Cost Facebook/Instagram*:**
$750.00 - 10,000 Mailers
$1, 500.00 – 30,000 Mailers
$2,000.00 – 50,000 Mailers

GRAND TOTAL:	**$1,825.00**	**$4,400.00**	**$6,850.00**

<mark>Also Included in Basic Promotional Kit:</mark>

1. Church Event Registration Page
2. On-Line Order Form
   a. SermonView will build an online order form and take all of the orders over the phone. Our customer service team will manage the entire transaction and give the local church a single point of contact. [SEP]
3. Website Registration Platform
   Here are the features that come with every site.
   a. Registration Dashboard: One central log-in to see your event activity and have access to all of your registrations. This list can be downloaded at any time. [SEP]
   b. Special Offer: Each website will broadcast the unique giveaways and child care of the local church and highlight a special gift for registration (based on chosen giveaway from the conference). [SEP]
   c. Reminder Messages: Remind your guests and encourage attendance through automated email and SMS text messages. Your registrants will automatically receive two messages leading up to the event. [SEP]
   d. Ticket Based Confirmations: All registrants will receive a confirmation email that doubles as an event ticket. This form of confirmation has been tested to increase opening night attendance. [SEP]
   e. Toll-Free Number Registration: Give interested people an alternative to online registration with our automated phone system. Your church doesn't have to be prepared to manage these calls. It all happens automatically with our registration attendant feature. [SEP]
   f. Interest Tracker integration: All of your leads will automatically be recorded in our free interest tracking software. This software platform allows you to assign volunteers or Bible workers to a set of interests, apply notes, and track activity for the interest through baptism. [SEP]
   g. Online Quiz, Social Media Integration, Interactive elements such as video, dynamic topic ticker, and more. [SEP]
4. Unique 1-800 toll-free phone numbers for each church, with automated registration system
5. Demographic analysis of each site
6. PowerPoint Slide Theme Design
7. Interests Builder/On-Line
8. Interest Tracker

<mark>PA Conferenced Subsidized SermonView Features:</mark>

1. Host Website
A host website will allow churches to go to one central location for information, ordering, and free promotional downloads. Churches will gain access to a suite of resources once they have registered their church for the event. SermonView will create all downloadable resources to match the core event.
   Downloadable Resources:
   a) Bulletin Inserts [SEP]
   b) Schedule of recommended Bulletin Announcements [SEP]
   c) Prayer cards [SEP]
   d) Matching Promotional Slides [SEP]

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e) Video Trailer (see recommended additions)

2. Conference-wide Interest Website

This is the landing website for the generic URL. This site will be for interests who do not go to the custom URL links that will be given to each church. Your conference-wide interest site will include:

   a) **Site Locator:** This will be a map with zip code search for every active event happening across the conference. Interests will be able to find a location and head to that location's personalized registration page from the locator.

   b) **Video Trailer** (*see recommended additions*)**:** The video trailer will build confidence and promote activity for the event.

   c) **Free Offer** (*optional*)**:** We'll have a page describing the FREE book or DVD that churches will be giving away. Church registration sites will also show the offer if they choose to include it.

   d) **Quiz** (*see recommended additions*)**:** A quiz for the event. This quiz will offer people a chance to prove their knowledge in the area of prophecy and post their results to Facebook and other social media platforms.

PA Conference-wide Subsidized Shared Advertising:

1. Radio
2. Television
3. Billboard
4. Newspaper Ads
5. Additional Social Media Advertisement

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