



Ten Tips for Success

1. Make it an **EVENT**, such as a "prayer" service (Lent, Advent) or the closing celebration of a parish festival or an alumni gathering, or the last night of a parish mission. Or the opening night of a parish mission. Maybe tie the concert to a special pre concert mass for the intentions of the parishioners.
2. **INVOLVE PEOPLE** ahead of time: kids' choir (they can bring their parents) can learn one song or two and sing in the concert; teen choir can do the same; adult choir....all three! Their families will want to come.
3. Gather a **VARIETY OF VOLUNTEERS** for ushering and CD tables from different parish groups, and encourage them to get their group (the altar society or Knights of Columbus) to come together that night.
4. **INVOLVE SMALL CHURCH.** If you have small church community groups in the parish, call the facilitator of each one, tell that person that it's an evening of prayerful song, almost like a mini retreat, and the whole group could come and sit together at the concert, and maybe go out for ice cream and discussion afterwards.
5. **ADVERTISE THE TIME** as 7:00-8:30 ahead of time. Let families know that the kids will **LIKE** it, and the teens will **LIKE** it, and it won't go too late, so they can get the kids home and to bed.
6. **ADD A JOURNALING WORKSHOP** the next morning and call it a Good for the Soul **WEEKEND OF RENEWAL!**
7. **ENLIST** the people who already know the music and love it: Ask them to convince 5-10 friends to come to the concert. "Trust me, you'll love it, and if not, I'll buy you a coke!" People will come with someone they **TRUST** who invites them with passion and enthusiasm.
- 8..**SING THE SONGS** at church and make sure the parishioners have the music (at least words) in front of them to sing along. Get the church familiar with at least some of GFTSMusic
9. Then promote with posters, flyers, bulletin inserts and pulpit talks. Not just announcements, but lively, **ENTHUSIASTIC ANNOUNCEMENTS** after Communion, give by well-known people in the parish who believe in the value of Good For The Soul Music. Get creative!
10. **HAVE A MEDIA BLITZ.** Think of the parish website, Catholic publications, radio and television, email groups (send e-flyers or even power points!), newspapers (they can call us for a telephone interview), newsletters, parish lists, parish contacts who work in television, radio or the local paper. Download our [poster/flyer](#), print and hang them everywhere!