

## Promoting your events.

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Whatever you decide to do to raise money for children like Sizwe you need to promote the event. Some of the following may help:



- ♻️ Use the poster in the pack. Want more posters? Call the Amos office on 020 7588 2638.
- ♻️ Publicise well in advance and keep reminding people. Use the church newsletter/website and notices.
- ♻️ Get people's attention and make them remember. Throw a ball into the congregation, and ask people who catch it to tell you what they know about street children, football or braais as they throw it back. Come down the aisle kicking a ball and singing football songs before telling them about the event.
- ♻️ Contact the Amos Trust for a DVD of a short but inspiring video.
- ♻️ Get the kids in Sunday School to make an invitation to send home.
- ♻️ Advertise the event to other groups who use the church or other churches.
- ♻️ Let your local radio know about anything you are doing - interesting and local stories, events, and people always go down well.
- ♻️ Get a local celebrity involved.
- ♻️ Use this press release to get your event in the local paper, newsletters, diocesan magazine (or equivalent). Invite a reporter to come along and take pictures. Make sure they include the web address so others can get involved.

**Press Release** *If possible supply a photo of your church leader in football kit with dog collar, or running around in robes kicking a ball etc. Contact us for photos of street children playing football.*

### **[St Ethel's] church – doing it for the kids**

This Father's Day members of [St Ethel's] church will be giving street children around the world a voice with football, fun and food.

[Rev John Smith] from told us 'This year we thought we would spend Father's Day celebrating our families with a fun barbecue and football tournament whilst raising money for children who live on the streets, without families.

'We are supporting the world's first Street Child World Cup - a fantastic project that will enable street children from 8 countries to have their voices heard. Street children are often abused and nearly always ignored. At [St Ethel's] we want to be part of changing this.

'As the Street Child World Cup is taking place in South Africa we are having a braai (traditional South African barbecue) with a 5-a-side football tournament and a raffle. We hope to raise lots of money and have a fantastic afternoon'

The Big Braai will take place on Sunday 21<sup>st</sup> June at .....You can get involved by calling.....

For more information about the Street Children's World Cup go to [www.streetchildworldcup.org](http://www.streetchildworldcup.org)