



GENERAL PRAYUSA PROMOTION

ORANIZATIONS, LEADERS, CITIZENS - HOW TO PROMOTE

Use the downloadable materials to promote the PrayUSA initiative. Use the material however you can to bring awareness through your spheres of influence. Material is available for email, social media, traditional media and church environments. Two versions of the material and a 2-3 minute video are available at www.PrayUSA.com.

PRAYUSA PROMOTION FOR CHURCHES

HOW TO HOST & HOW TO PROMOTE - PROCLAMATION SIGNING CEREMONY INSTRUCTIONS:

HOW TO HOST A PROCLAMATION SIGNING CEREMONY

- Invite a government leader to participate, and schedule a Sunday for your signing ceremony. (If no government leader will be participating, you can still have a signing ceremony at your church.)
- Download and print the Proclamation, or order online at www.PrayUSA.com.
 - Each Proclamation can accommodate about 50 signatures.
 - The Proclamation(s) will be mailed to you in a tube with pre-addressed, pre-paid return postage.
- Promote the ceremony. (See “How to Promote”)
- At the ceremony:
 - Play the video.
 - Read the Proclamation (Government leader, pastor, or other guest.)
 - Invite the congregation to sign the Proclamation.
 - Return the signed Proclamation(s) in the tube using the pre-addressed, pre-paid postage.



PRAYUSA PROMOTION FOR CHURCHES (cont'd)

HOW TO PROMOTE (WITH A PROCLAMATION SIGNING CEREMONY)

Use the downloadable promotional materials available at www.PrayUSA.com to publicize your signing ceremony. Two versions of the material is available. The poster, bulletin insert, and PowerPoint are modifiable so you can add the date of your ceremony, special guests, etc., or promote online participation without holding a ceremony.

PROMOTIONAL TIMELINE

Three - Four Weeks Out:

- Prepare posters and bulletin inserts for printing. (Choose version based on whether hosting a ceremony or promoting online signing)
- If hosting add details about your ceremony.

Two Weeks Out:

- Put up posters.
- Post web banner, send Facebook meme, Tweet, Instagram, etc.
- Announce the signing ceremony, plans, special guests. (Use PowerPoint)

One Week Out:

- Use bulletin insert.
- Announce the signing ceremony, plans, special guests. (Use PowerPoint)

Day Of:

- Use bulletin insert.

CHURCHES - HOW TO PROMOTE (WITHOUT A PROCLAMATION SIGNING CEREMONY)

Use the downloadable promotional materials to promote the PrayUSA initiative. Two versions of the material and a 2-3 minute video are available at www.PrayUSA.com. The poster, bulletin insert, and PowerPoint are available so you can promote within your church to encourage your congregation to add their name to the Proclamation online without holding a ceremony.