



PRAYUSA PROMOTION FOR CHURCHES

SIGNING CEREMONY INSTRUCTIONS: HOW TO HOST & HOW TO PROMOTE

HOW TO HOST A 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.

HOW TO PROMOTE (WITH OR WITHOUT A SIGNING CEREMONY)

Use the downloadable promotional materials 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.