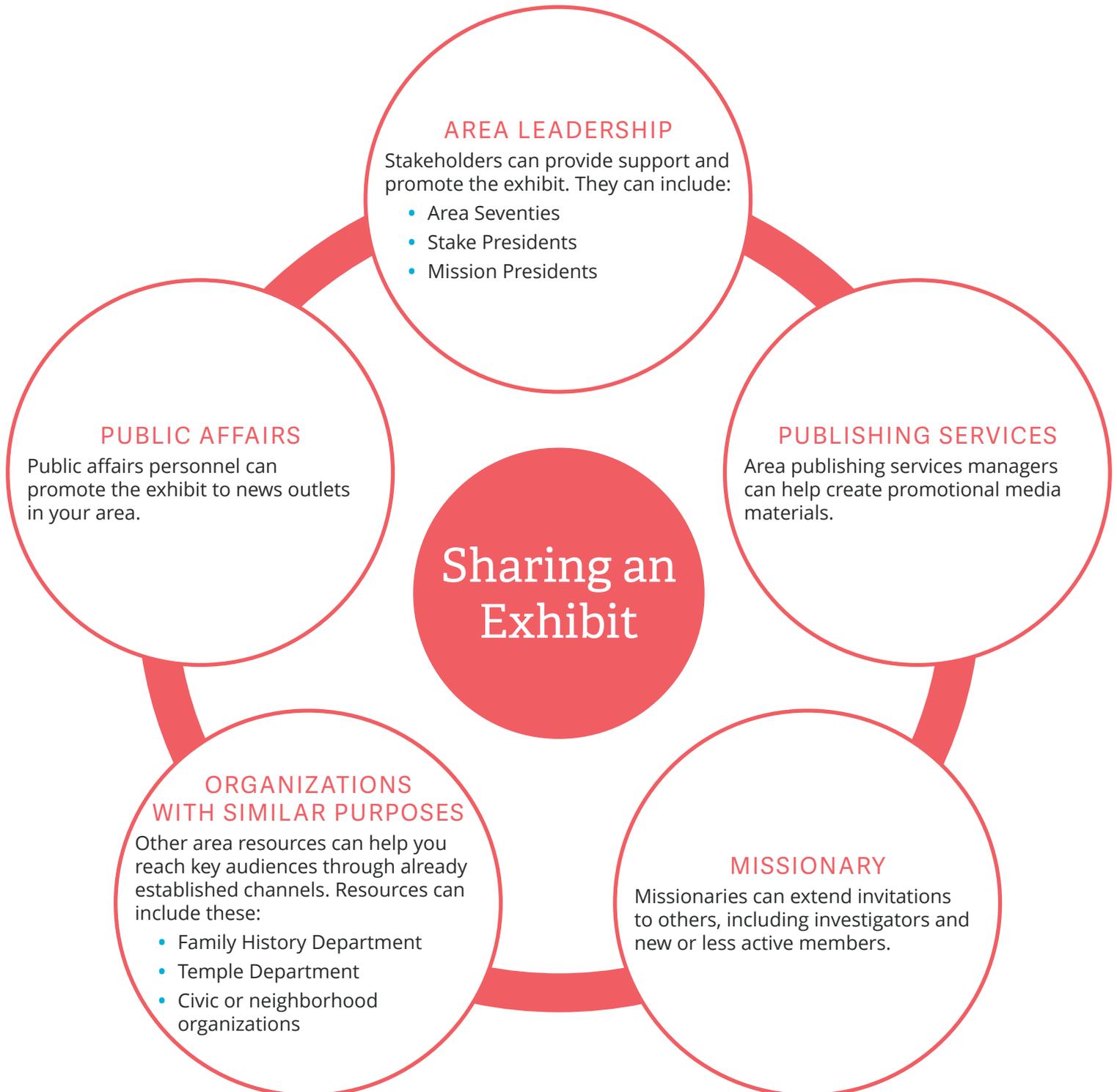


# Sharing a Church History Exhibit

## Work with Others to Help Promote the Exhibit

A key step in creating a successful exhibit is to ensure it is properly promoted. Church history advisers should work with multiple resources to reach the maximum number of potential visitors.



# Promotion Checklist

✓	IDEAS FOR PROMOTIONAL ACTIVITIES	WITH WHO
	Hold regular meetings to discuss exhibit plans and progress.	Stakeholders
	Write a press release or hold a press conference to communicate the opening.	Public Affairs
	Create a web article (can include an online gallery of the exhibit).	Publishing Services
	Create promotional banners, posters, web ads, and social media messages; create and distribute a flyer for bishops (as approved by stake and area leadership); create a hashtag and encourage social media users to use it when posting or searching for messages about the exhibit.	Publishing Services
	Collaborate with others who would be interested in the exhibit. Create a strategy to use their existing channels of communication to promote the exhibit.	Area and local Church leadership
	Collaborate with missionaries (as approved by mission leaders). Encourage them to invite the individuals and families they are working with to visit the exhibit.	Full-time and ward missionaries
	Promote the exhibit through phone calls and flyers.	Exhibit committee
	Hold an opening reception. Invite all interested parties.	Exhibit committee
	Arrange special tours for interested groups, and invite them to promote the exhibit.	Exhibit committee