

COMPLIMENTS OF:

*Tracy DeGraaf  
Ministries*



COMEDY  
THAT  
SAVES

THE

# BLUEPRINT

How to Host a Successful Outreach Event

## MULTIPLE WAYS TO PUBLICIZE

Take advantage of all of them.

## POSITION YOUR CHURCH

Show your community how  
to connect with you.

## PRAYER CALENDAR

Get your whole church  
praying for 31 days.

# Dear Partner in Ministry,

Thank you for hosting my one-woman show "Life Happens Laugh Anyway!" The information in The Blueprint comes from my years of experience partnering with churches bringing this outreach event to their community.

## How will your church benefit?

- **VISITORS:** People who are disconnected from a church are more likely to attend a comedy show than a worship service. They will come AND they might come back!
- **GOSPEL:** I will share a simple, clear gospel message with inspiration for everyone in attendance to take another step in their faith journey.
- **PRAYER:** The prayer calendar at the end of The Blueprint is truly the most valuable part. Get your church praying. It will have a profound and unifying effect on your people and it will give you a successful event.

**\*\*\*ALL of the churches I've worked with who have followed this plan have had successful events!\*\*\***

My Best,

*Tracy*

P.S. My team and I look forward to serving Jesus Christ, your church, and your community. If you have any questions contact us at [TracyDeGraaf.com](http://TracyDeGraaf.com)



**TELL 'EM.  
TELL 'EM  
AGAIN.**

**AND AGAIN  
AND AGAIN  
AND AGAIN  
AND AGAIN  
AND AGAIN**

- Church Website
- Social Media
- Business Owners
- Printed Flyers
- On-line Calendars
- Verbal
- On-screen Ad
- Email
- Direct U.S. Mail
- Text
- Press Release

Radio  
**AND  
MORE!**

Experts say...  
**People need to receive  
your message a minimum  
of 7 times.**

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GET THE WORD OUT!

# PUBLICITY TEAM

Publicity is powerful. The Church must leverage this tool to reach people!

Your publicity team needs a leader or co-leaders, plus a few helpers to round out the team.

All of the publicity for this event is manageable for one person, but it's so much more fun with a team.

Trust me, if you get the word out about this event, they will come!

## TEAM LEADER:

This person(s) will be in charge of making sure *EVERYBODY* knows about this event.

An awesome person(s) for Publicity Leader is someone gifted in administration, who is organized, pays close attention to details and follow up.



## List Your Publicity Rockstars below:

Team Leader: \_\_\_\_\_

Co-Leader: \_\_\_\_\_

Additional Team Members:

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# Easy ways to publicize your event:



**Church Website:** Immediately post your event on your website and make it as easy as possible to find.

**Social Media:** Utilize every social media tool in your toolbox. Create posts and have them scheduled to go out regularly throughout your campaign. Paid Social Media ads are effective and you can target your audience. Use them.

**Business Owners:** Many Christians in your community own a business. Ask them to promote your event with flyers and posters in their business. Ask them to send info about your event to their email list. Ask them to promote your event on their social media. JUST ASK!

**Printed Flyers:** Don't underestimate the power of print. It still works. But you

have to get them in the community! Take flyers to banks, preschools, daycares, hospitals, waiting rooms, dentists, pediatricians, grocery stores, libraries, restaurants, laundromats, fitness centers, coffee shops, etc. Encourage your people to take a photo of your flyer and text it to ALL of their local contacts.

## Who will take care of this?

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**YOU GOT THIS!**

## **On-line Calendars:**

**Did you know there are hundreds of FREE community on-line calendars?**

- Chamber Of Commerce
- Village/Town/City
- Local Park District
- Area Churches
- Christian Radio Stations
- Local News Outlets
- Universities and Colleges
- Moms Clubs that have websites
- Meetup.com
- Craigslist.com
- Facebook Events Section

**\*Note\* Go to Google and type in EVENT plus your city and state and see what comes up. Be sure to have your "Life Happens Laugh Anyway" event included on all calendars that come up. ;0)**

**Who will to take care of this?**

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# WORD OF MOUTH

## Who will take care of this?

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**Verbal:** Communicate that this is an opportunity for your people to invite friends and family. "Life Happens Laugh Anyway" is a seeker-friendly event where people will be entertained and inspired.

Use your pulpit/platform announcements to do two things:

1. Give them permission to invite others.
2. Inspire them to pray for God to bring many who wouldn't normally come to your church, but they will come for comedy.

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**On-Screen Ad:** Promote your event with an on-screen ad during your weekend services immediately after securing your date with us and continue to promote until the date of the event.

**Email:** Send a SAVE THE DATE email upon booking with us and continue to promote through the date of the event.

**Direct U.S. Mail:** If your church has the budget to do so, sending out an E.D.D.M. (Every Door Direct Mail) invitation to your community is a highly effective way to promote this event and introduce your neighbors to your church.

**Text:** Use texting to invite people and ask them to pass it on!

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# Send a Press Release to All Local Media

## SAMPLE PRESS RELEASE

MEDIA ALERT: For Immediate Release  
CONTACT: Tracy DeGraaf for interview  
Tracy@TracyDeGraaf.com  
PHOTO coming in separate email

DeGraaf brings laughter to [City of Venue]  
[Name of Venue] hosts comedy event [Date of Event]

[City, State] – “It’s impossible to think about your problems when you’re laughing,” according to comedian Tracy DeGraaf. DeGraaf has been delivering her message of hope and healing for over a decade. “I enjoy doing comedy because everyone loves to laugh, and we all need it,” DeGraaf said.

[Name of Venue] in [Your City] will host DeGraaf and her one-woman comedy show "Life Happens Laugh Anyway" on [Date of Event] at [Address of Venue]. Doors open at [time doors open]. The show will begin at [time event begins]. Tickets are available for [price] in advance or [price] at the door if available. Advance tickets may be purchased at [website].

DeGraaf will take the audience through the seasons of a woman's life from getting married and having kids to gaining weight and growing a beard....and THEN you meet Jesus! DeGraaf will be available after the show for a meet and greet and book signing.

###

**Who will take care of this?**

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# RADIO

**Don't miss out on this valuable medium.**

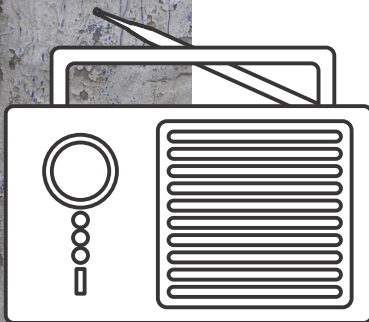
Contact all of the radio stations in your area. A very simple way to research them is to do a Google search. Put "radio stations plus [name of your city]" into the search bar and now you have a list.

Reach out to each of them in more than one way.

First make a phone call and tell them you're hosting a community outreach event and you would like to email them a press release for possible on-air interview AND you would like to submit your event for inclusion on their community events calendar.

**Who will take care of this?**

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# POSITION YOUR CHURCH

The goal is to invite guests to come back.  
Be ready.

## Tell them what your church offers:

- Weekend Worship Services
- Programs
- Bible Study
- Youth/Family/Preschool
- Specialty Groups (Grief, Recovery, etc..)

Have printed brochures, on-screen slides, and a pastor, staff person or volunteer available to briefly speak from the platform.

This is your chance to connect with people who have never been to your church.

## Go for it!

If your event falls before Christmas, Lent, Easter, etc. Invite them back.

If your event is before summer, tell them to save the date for Vacation Bible School.

If your event is in the fall, invite them to your fall programs that will be launching.

Of course, anytime of year, you can encourage all to grow in their faith by connecting to you, the local church!

Think through and pray about how you will position your church in front of your guests.

## Who will take care of this?

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# Ask other churches to help!

Does your church have a sister-church, a church plant, or a collaborative relationship with other churches in your area?

Ask them to help with your event. We are one in the body of Jesus Christ and it would be awesome to have an collaborative event!

How would that work?

Simply let your fellow churches know what you're doing. Invite them to attend and promote your event to their congregation.

**Remember: Working together for the sake of growing the Kingdom of God is our shared mission.**



## Who will take care of this?

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# MUSIC sets the MOOD

We're creating a mood. Managing energy. Below you will find BOTH secular and Christian music that fits the bill. Use any combination these songs.

We recommend you create your own set-list by purchasing the music via your choice (Spotify, iTunes, etc.) Play this background music from the time doors open 'til they close.

## Pop Music:

Celebrate - Kool and the Gang  
We Are Family - Sister Sledge  
Hot Stuff - Donna Summer  
I Will Survive - Gloria Gaynor  
Can't Stop the Feeling - Justin Timberlake  
We Got the Beat - The Go Gos  
Livin on a Prayer - Bon Jovi  
Don't Worry Be Happy - Bobby McFerrin  
Happy - Pherrell Williams  
Walking on Sunshine - Katrina and the Waves



The Power of Love - Huey Lewis & the News  
What a Wonderful World - Louis Armstrong  
I'm a Believer - Smash Mouth

## Christian Pop Music:

The Breakup Song - Francesca Battiselli  
This is the Stuff - Francesca Battiselli  
Shake - Mercy Me  
Happy Dance - Mercy Me  
Greater - Mercy Me  
Bulletproof - Citizen Way  
Wave Walker - Citizen Way  
When I Praise - FFH  
I Saw the Light/I'll Fly Away - Crowder  
Overcomer - Mandisa  
Good News - Mandisa  
My Deliverer - Mandisa  
Me Without You - Tobymac  
Hold Me - Jamie Grace  
Changed - Jordan Feliz  
The River - Jordan Feliz  
Joy - For King and Country  
Old Church Choir - Zach Williams  
God is on the Move - 7eventh Time Down  
Fearless - Jasmine Murray  
New Day - Ben Cantelon  
When We Pray - Tauren Wells  
The Great Adventure - Steven C. Chapman  
What a Friend - Matt Maher  
Come On In - Whosoever South  
Soul on Fire - Third Day  
The Comeback - Danny Gokey



**Who will take care of this?**

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## 10 SEATS FOR GOSPEL:

Ten seats need to be reserved for other church representatives in the area so that we can introduce our ministry to them.

Our team will take care of reaching out to the Bible-based faith communities in your area inviting them to preview the event for consideration at their church.

You can help us by providing a list of churches that may be interested in receiving a few complimentary tickets in order to help us share the gospel with more people. Email your list to [Tracy@TracyDeGraaf.com](mailto:Tracy@TracyDeGraaf.com)

**Who will take care of this?**

## PARKING & RESTROOMS:

People need to KNOW WHERE TO GO!  
Use signs and people to show them.

If you're hosting a ladies only event, make the men's room into a temporary ladies room. I've had churches put flower arrangements in the urinals. It looks weird, but how else can you hide a urinal? Put printed info about your church in restrooms for guests to take.



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# Registration & Ticketing

You may set up your own on-line ticket sales, or we can do it for you using our ticketing provider.

## FAQs:

### **What time should doors open?**

Answer: 30-60 minutes before showtime.

### **What about people who don't buy tix online?**

Answer: The church can buy tickets and sell them to those who don't want to buy on-line.

### **How will we handle tix at the door?**

Answer: The church will provide tables and volunteers to sell tickets at the door and also check people in who have purchased advance tix.

### **How much should tickets cost?**

Answer: We will discuss this with you and to find out what works for your community.

### **Will the church get any of the ticket revenue?**

Answer: Possibly. If your church sells enough tix to cover costs of the event including Tracy's honorarium, then we can discuss sharing revenue that is above and beyond that.

### **Who will take care of this?**

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# HOSPITALITY



Your main objective is to make everyone feel welcome and for things to run smoothly for guests.

**Greeters:** Have people at the door opening it for guests, shaking hands, and directing them of where to go.

**Name Tags:** Have your volunteers wear name tags so guests will know who they can go to for information.

**Emcee:** Welcome guests, make announcements, facilitate door prizes, etc.

## NO REFRESHMENTS

Y'all...

Refreshments are a distraction and we don't need them. Keep your focus on all of the other things in The Blueprint and you'll have plenty of things to do!

**Who will take care of Hospitality?**

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## I NEED STUFF

**1. Microphone with stand:** experience. I can email (cordless if possible) but if them or bring them with mic has a cord, it would be me. You'll need someone to best if it's not wrapped around anything. No operate the power point. podium please. I do a lot of **3. Stool:** It would be "act outs" in my great to have a flat wood presentation and the audience will need to see "comedy" stool on stage my whole body in order to next to the mic and stand. fully enjoy the event. I need Also, provide a small table a minimum of 8'x8' space. or music stand. I will put my

**2. Power Point:** I have set list on this as well as photos in a power point file. sample merchandise items. If you have the ability to put them on a screen, it improves the audience

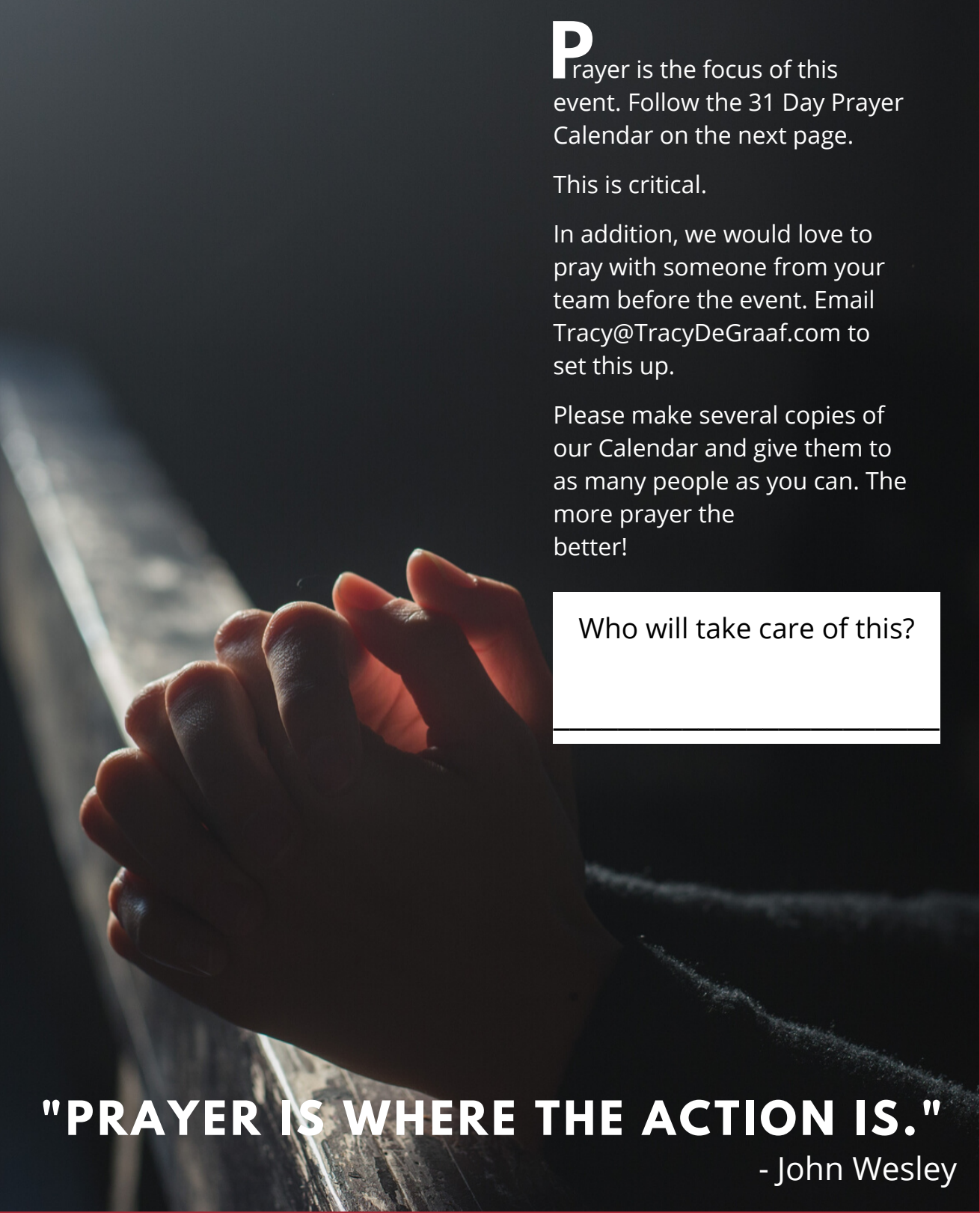
**4. Water:** Place a bottle of water (with seal broken but cap on) on the comedy stool.

**5. A Helper:** Have someone meet me at the door to

help me. Please share my cell phone number with that person 708-691-5091 and give me their cell phone number. Remind them that I may not be familiar with your area and in the event that I need to speak to someone from your organization, they should keep their phone on and be watching for a call from me.

**6. Table and Chairs:** I need a table with two chairs and a tablecloth for me to use to sell merchandise.





**P**rayer is the focus of this event. Follow the 31 Day Prayer Calendar on the next page.

This is critical.

In addition, we would love to pray with someone from your team before the event. Email [Tracy@TracyDeGraaf.com](mailto:Tracy@TracyDeGraaf.com) to set this up.

Please make several copies of our Calendar and give them to as many people as you can. The more prayer the better!

Who will take care of this?

**"PRAYER IS WHERE THE ACTION IS."**

- John Wesley

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# 31 DAYS OF PRAYER

For God's Glory      For Protection      Unity Love      Strength Endurance      Prepared Hearts      Planning Logistics      Joy Laughter

SUN		1 Cor. 12:31b-13:13 1	Isaiah 40:28-31 *Fast 2	Matthew 13:23 3	Philippians 2:13-16 4	Psalm 126:2-3 5
Col. 3:17 & 1 Cor. 10:31 6	Ephesians 6:10-20 7	Rom. 15:5-6 Phil. 2:1-5 8	Philippians 4:12b-13 *Fast 9	Rom. 10:9 Rom. 1:16 10	Jeremiah 29:11-13 *Seek Him with all our heart. 11	Philippians 4:4-9 12
Ephesians 3:20-21 13	Joshua 1:9 Isaiah 41:9-10, 13 14	John 17:20-23 15	Colossians 2:6-7 *Fast 16	John 11:25-26 John 14:6 17	Prov. 3:5-6 Prov. 16:3-4a 18	Psalm 100 Rom. 15:13 19
1 Peter 4:7-11 20	Psalm 5:11-12 21	Eph. 4:1-6 Romans 12:9-13 22	1 Cor. 16:13, 15:58 *Fast 23	John 11:25-26 John 14:6 24	Proverbs 3:5-6 16:3-4a 25	Psalm 100 Rom. 15:13 26
1 Peter 1:3-7 Rom. 8:28 27	Psalm 121 28	Colossians 3:12-16 29	Ephesians 3:14-19 *Fast 30	Rev. 3:20 31		

- 1: Whatever the date is, go to that number on the calendar (i.e. if today is the 15th, you start at 15.)
  - 2: Read the scripture. Think. Meditate. Focus your mind and ask the Holy Spirit to work.
  - 3: Pray through the scripture and ask God to BLESS everything involved in this ministry.
  - 4: \*Fast once a week. Fast from food AND/OR other things like social media, entertainment, etc.
  - 5: Join Tracy's Prayer Team on Facebook. REPEAT MONTHLY.
- Love Y'all.....Tracy*