



# TIPS and TALK TRACKS for: **Special Event Sign-up Card**

To download and print your own samples, go to: <http://www.selltochurches.com>

## Event Sign-in Card and Door-Prize registration



We are so glad you're here! Please take a minute to fill out this card so you can be entered into our door-prize drawing and so that we have a record of your attendance and a way to contact you about future events for your family. Be assured this information will not be shared or used outside the church office and you can have your names removed from the list at any time by calling the church office.

Parent's name:

Names of children and ages:

Street Address:

City, State, Zip:

Phone:

Email:



## TIPS & Talk Track—Tell your church

### customers:

◆ When people come to special or seasonal events at your church, you want to connect with them and have a way to follow-up after the event.

◆ One great way to do this is to offer a valuable door prize if people sign up when they come in. For this Fall Festival you could have a giant basket filled with goodies displayed at the sign-in table.

◆ The guests need to fill out the card, which clearly

states what it will be used for to be entered into the drawing. This gives you information to use later to send out postcards and emails inviting them back to church and letting them know what else is going on at the church for their family.

◆ Churches that have done this report a much higher response on the lasting value of the time and effort put into an outreach event.

◆ PRODUCTION NOTE: Printing this card on a RISO COMCOLOR machine allows you to print a colorful background image at low cost. In addition, because you are printing with an ink, rather than toner-based system, you can easily write over the image.

## Remember when you give out samples:

- ⇒ Use the Tips and Talk Track information above to help your clients see WHY they need to be printing these items.
- ⇒ Be sure to always print YOUR name and CONTACT information on the sample.
- ⇒ Ask if they would like to have you personalize the sample and print up copies for them\*\*\* a key way to show them the machines in action
- ⇒ Encourage them to go to [www.effectivechurch.com](http://www.effectivechurch.com)—this site will give them lots more information, ideas, and samples for church communications and is guaranteed to get them to PRINT MORE, which means more supply sales for you.



## Created by Yvon Prehn, your church lady

Much more on the website, including MS Publisher and PDF files of the samples, plus reproducible articles that encourage churches to print the communications pieces: [www.selltochurches.com](http://www.selltochurches.com)

For comments, questions, requests for samples or help, email: [yvonthechurchlady@gmail.com](mailto:yvonthechurchlady@gmail.com) or call 805-218-4858 Pacific Time