

Launch Guide

Let's Launch This Thing Right.

Hello friend. We are stoked that you're launching your Doorpost Songs Church Subscription and we want to help you be as effective as possible. We know the difference that God's Word can make in the life of a family, and we want to give that experience to as many families as possible. Here are some simple steps to an effective launch:

1. Download the Launch Materials

Go to www.daveandjessray.com/doorpost-songs/launch to find a video and some great graphics to use on your screens, as an insert in your bulletin, and as handouts for your families.

***A Note About Graphics:** Many of the launch graphics include a blank place to insert your unique church code. Make sure you double-check your code, since your families will have to use your code to get FREE access to the resources.*

2. Send Out a Launch Email

Go to www.daveandjessray.com/doorpost-songs/launch and use our form to upload your email list. Then we'll send out a beautifully formatted email to everyone with their invitation. We would also recommend sending out a more personal invitation directly from you. There are two primary reasons for this: first, our email may get caught in a spam filter, and second, personal invitations are often more effective.

3. Pick a Weekend to Launch

Put the date on the calendar and make it a big deal! We strongly encourage you to use **multiple forms of communication** to get the word out – social media, print, email, slides, spoken announcements, and whatever else is at your disposal. We also know that on any given Sunday you are only able to reach a fraction of the people in your ministry, so we encourage you to communicate about this launch for **four consecutive weeks**.

***Tip:** Develop a follow-up strategy for making sure everyone in your church is taking advantage of these resources. You might send a reminder a couple times during the year, or send an email to visitors as a "thank you" for visiting your church.*