

The logo is a white rectangular box with a black border, tilted slightly. It contains the text "www.jeffrohlwing.com" in a serif font, with a horizontal line underneath. Below the line, the words "music ministry" are written in a smaller, lowercase serif font. A decorative black flourish is positioned to the left of the text.

www.jeffrohlwing.com  
music ministry

## **PUBLICITY PACK**

Included in this packet:

- Posters
- Event Announcement
- Press Release
- Biography
- Volunteer Jobs
- Press Quotes
- Event Planning Checklist
- How to Promote a Concert Countdown

Please contact Jeff if you have any questions or concerns. Jeff will work closely with you to make this event a success.

[jeff@jeffrohlwing.com](mailto:jeff@jeffrohlwing.com)

608-852-6149

[www.jeffrohlwing.com](http://www.jeffrohlwing.com)

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# Event Announcement

IN CONCERT!!!

Mark your calender!

National touring musician and recording artist Jeff Rohlwing will be in concert here at (church details) on (date/time).

Jeff has spent the past 13 years as a touring musician sharing his music and faith. He has an unplugged acoustic style rich in emotion. Showcasing an unforgettable voice and playing exceptional guitar Jeff is considered to be one of the top Christian artists on the circuit today. His powerful presentation creates an awesome time of worship and reflection.

If you have never heard Jeff Rohlwing before you are in for a real treat. Jeff is an extraordinary musician. His skills in both performance and songwriting touch everyone that hears him and his style draws the listener to the face of Christ in worship.

Don't miss this wonderful opportunity to hear Jeff in person.

*"While we live here on earth, we are in a sense walled off from the eternal. Yet, God has placed among us men and women with unusual insight—artists, poets, musicians—who have the ability to lift our hearts out of the dust of the earth in worship before the eternal God. Jeff Rohlwing is one of those—when he sings, my heart sings with him."*

*www.anotherthink.com*

# Press Release

National touring musician and recording artist Jeff Rohlwing will be in concert at (church details) on (date/time). With an unforgettable voice and playing exceptional guitar Jeff is considered to be one of the top Christian artists on the circuit today. Visit (Church website) and [www.jeffrohlwing.com](http://www.jeffrohlwing.com) for more details.

[www.jeffrohlwing.com](http://www.jeffrohlwing.com)

## Biography

*"Music is heaven's language of worship. Music has the power to break our chains and let us fly to God's side."* Charlie Lehardy, [www.anotherthink.com](http://www.anotherthink.com)

Jeff Rohlwing is a gifted poet and musician, an artist and a faithful disciple of Jesus. There is something pure and unpretentious in Jeff's music. His songs are like prayers, full of honest confession and unashamed devotion to his God.

Jeff is an accomplished guitarist with a voice as smooth as honey. His music has a simple vulnerability to it: he sings while accompanying himself on the guitar or piano. There is no orchestra, no choir. Just a musical prayer, an honest reflection on faith and a life spent walking with God. When one listens to Jeff's music, they find themselves kneeling before God; God's hand is on their shoulder, his voice whispering assurances of love and mercy.

What sets Jeff Rohlwing's music apart from so many Christian artists is his heart. There is nothing false here. What you hear comes straight from his daily struggle to live out an authentic faith and to live humbly before his God.

While we live here on earth, we are in a sense walled off from the eternal. Yet, God has placed among us men and women with unusual insight—artists, poets, musicians—who have the ability to lift our hearts out of the dust of the earth in worship before the eternal God. Jeff Rohlwing is one of those—when he sings, our hearts sing with him.

Jeff lives in Madison, WI with his wife Jennifer and daughters Thea and Solenne. He has been touring for 11 years and has released 7 albums.

## Press Quotes

There is something pure and unpretentious in Jeff's music. His songs are like prayers, full of honest confession and unashamed devotion to his God.

**WWW.ANOTHERTHINK.COM**

...with both guitar and piano, Jeff truly astounds with his song writing skills...with his rich voice Jeff's songs tell the wonderful story of what God has done.

**PASTOR JASON HAYNES**

...a revelation of the God-given talents he possesses and the spiritual introspection his music and words have the power to instill.

**CHEROKEE CHRONICLE**

What sets Jeff Rohlwing's music apart from so many Christian artists is his heart...what you hear comes straight from his daily struggle to live out an authentic faith in Jesus Christ, and to live humbly before his God.

**WWW.ANOTHERTHINK.COM**

It becomes readily apparent from the first track that Rohlwing is not just looking to make music, but rather to create an experience that wraps up and pulls the listener into the story he tells.

**THE ARIZONA DAILY STAR**

Suffice it to say that Jeff's CD was an inspirational companion in my new devotion to the Lord, Jesus Christ during the long and cold night hours at the NFB Mt. Everest base camp.

**MAURICE PARET, MT. EVEREST NFB COMMUNICATIONS REP.**

...like the solitary prayers you might utter on a quiet walk under the midnight sky.

**WWW.ANOTHERTHINK.COM**

# Event Planning

There are several areas of planning to consider. Please use this checklist to prepare.

- ❑ 1) **Purpose:** In light of your church's mission and vision, think through the basic goals you hope this event will fulfill (i.e.: worship; celebration; fellowship; outreach etc...).
- ❑ 2) **Publicity:** Who will be on the publicity team to promote this event? Ask for volunteers and help. **The more people you have involved the better the event will be.**
- ❑ 3) **Day of Concert Preparation:** What is the plan for set up? Who will open building and at what time? Chair and or table set up? Do you have a church key? Will you be having food and need plates, cups, utensils, coffee? **Desserts and coffee are always successful in drawing more people and making them feel welcome.**
- ❑ 4) **Volunteers:** The more people you have involved the better the event will be. (See volunteer jobs).
- ❑ 5) **Child Care:** Will childcare be available? For what ages will childcare be needed?
- ❑ 6) **Follow-up:** Who is responsible for clean-up and close-up?

# Volunteer Jobs

Volunteers needed for:

- 1) Publicity team
- 2) Setup and take down – Chairs, tables, lighting etc...
- 3) Sound and lighting. An experienced sound technician that understands the churches sound system is very important.
- 4) Greeters – to welcome people as they come in, to answer questions and to hold the free will offering baskets at the end of the concert.
- 5) Desserts and Coffee – Setup, serve, bring something to share.
- 6) CD table help
- 7) Childcare if needed

# How to Promote a Jeff Rohlwing Concert

## Effective Concert Promotion

**Quantity:** Enough has to be done to let all potential attendees know of this event. Many avenues must be pursued to make sure no stone is left unturned.

**Frequency & Distribution:** If you wait until the last six days to bombard the market, it is too late. People plan their "free time" weeks and months ahead. You must give your audience plenty of advance notice.

Getting help from your congregation will make this a much more successful and wonderful event. The more people that are involved in organizing the event, the more excited the congregation will be. We recommend finding as many volunteers as possible. (See volunteer jobs sheet)

## Word of Mouth

First and foremost this is a special event for your congregation. Start telling everyone! Support from your own members is vital. This will be a relaxing time of fellowship and worship outside of the Sunday morning worship time. This kind of congregational event and opportunity comes along only a few times a year. We need to raise the excitement level of your church as an evening of growth and also as an evening of outreach. Invite friends and community to share in the event.

## The Promotional Countdown

### 10 weeks prior to the concert

1. Connect with Jeff Rohlwing.
2. Distribute all promotional materials in your church and other areas of the community. Make sure all posters are up in visible areas (front foyer, bathrooms, bulletin boards, etc...).
3. Start adding this to the church announcements, bulletin, newsletter, church website, and calendar. Make sure to mention the desserts and coffee and child care if it's going to be available. (See event announcement paragraph).
4. Contact other local churches and ask if you can place posters in their church.
5. Reserve the hotel room under Jeff's name for night of the concert.
6. Order Tickets. Talk with Jeff about this.

## **8 weeks prior to the concert**

Check posters to make sure they're still in place and in good shape. Replace if necessary.

## **6 weeks prior to the concert**

1. Recruit help with concert. The more people you have involved the better the event will be.
2. Start handing out tickets. The concert is free. Tickets are used as a publicity tool.

## **3 weeks prior to the concert**

1. Check posters to make sure they are still in place and in good shape. Replace if necessary.
2. Make a special announcement during Sunday morning services. Continue to do this for the remaining Sundays. Play promotional video if available.
3. Reorder tickets if needed.

## **The week of the concert**

1. Send press release to the religion and entertainment editors of all local newspapers.
2. Send an email to the members of your church to remind them.
3. Reconfirm with your volunteers and give them details.
4. Check with hotel and make sure the reservation is correct and that room is prepaid.

## **The day of the concert**

1. Have volunteers arrive at least 30 minutes prior to start time.
2. Ask Jeff if he will need help at the CD table.

## **Other Promotional Ideas**

1. Local businesses might like to sponsor the event with a cash donation or lodging in exchange for having their name on all advertising and/or thanking them at the concert.
2. Calling and emailing members of your church to invite them to the concert is free and very effective.