

RCCG Livingston Assembly

When We Praise - Publicity Timeline

Month	Focus	Publicity Actions
January	Launch Vision	Announce <i>WWP 2025</i> theme + Save-the-Date post
February	Throwbacks	Share reels/testimonies from past WWP + prayer focus posts
March	Teasers	Tease <i>"Something big is coming this November"</i> + encourage early invites
April	Testimonies	Share testimonies from WWP 2024 + behind-the-scenes (planning snapshots)
May	Team Spotlight	Introduce planning team/volunteers + scripture/devotionals on praise
June	Mini Promo	Drop first short promo video (30s) + calendar reminder
July	Official Reveal	Announce official WWP 2025 date + "120 Days to Go" countdown
August	Ministers Line-up	Announce guest ministers weekly + clips of their ministry
September	In-house Publicity and Volunteer Drive Design Signoff Invitation Letters Prayers	Call for volunteers Signoff official flyer Send out invitation letters Kingdom prayers WWP slot

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October	Main Rollout (6 Weeks to Go) Track registrations Banner Permits When We Praise Moments	Launch official flyer + Eventbrite registration link/qr code + weekly countdown posts begin + rehearsal snippets Weekly registration reports Council banner permits When We Praise moments (Sunday program)
November	Final Push (Event Month) Banner Placements When We Praise Moments	2 weeks to go → daily posts When We Praise moments (Sunday program) Event week → BTS content, setup shots, guest minister welcome, live coverage, banner placements, banner removal (after event)
December	Wrap-Up	Post-event highlights + recap video + testimonies + thank-you posts + feature in Year-in-Review video