

Marquee Poster

Trinity Church Boston and Berklee College of Music collaborated on a free performance highlighting 'What's Going On' by Marvin Gaye and other Motown hits on Sun., Apr. 7, 2024, as our 5 pm service that day.

I especially hoped to attract folks who might not usually walk through Trinity's doors. Boston's neighborhoods are still pretty segregated and I was excited about the potential audience of a free offering with unexpected (for a church) music.

In addition to **marquee posters** outside of Trinity, the concert was promoted as an event on Facebook; and in posts and rehearsal videos on both Instagram and Facebook. We also placed **an ad** in the *Bay State Banner* (a free weekly newspaper geared towards the Black population in Boston). I also printed **mini-posters**.

The Facebook event had a **branded header** that helped to grab attention.

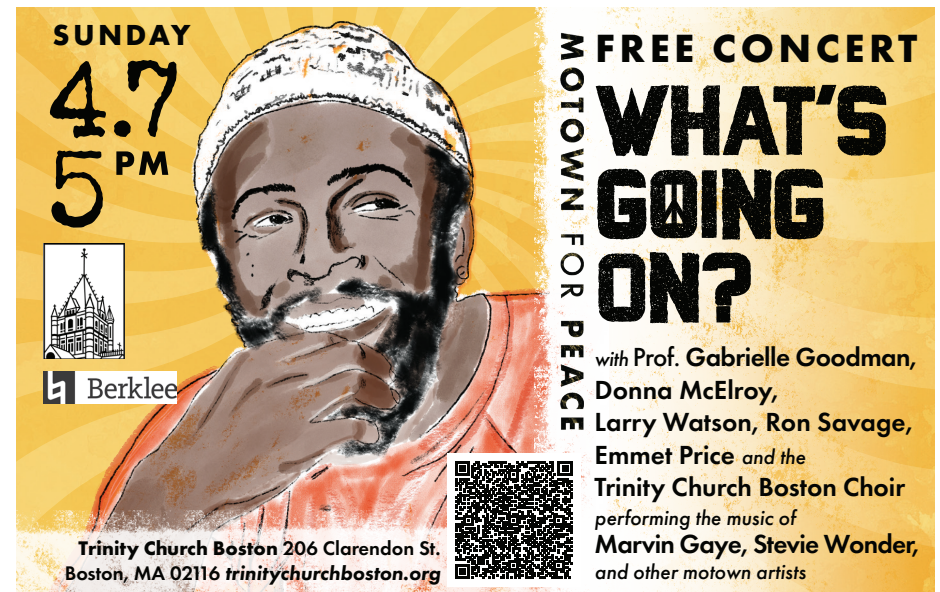


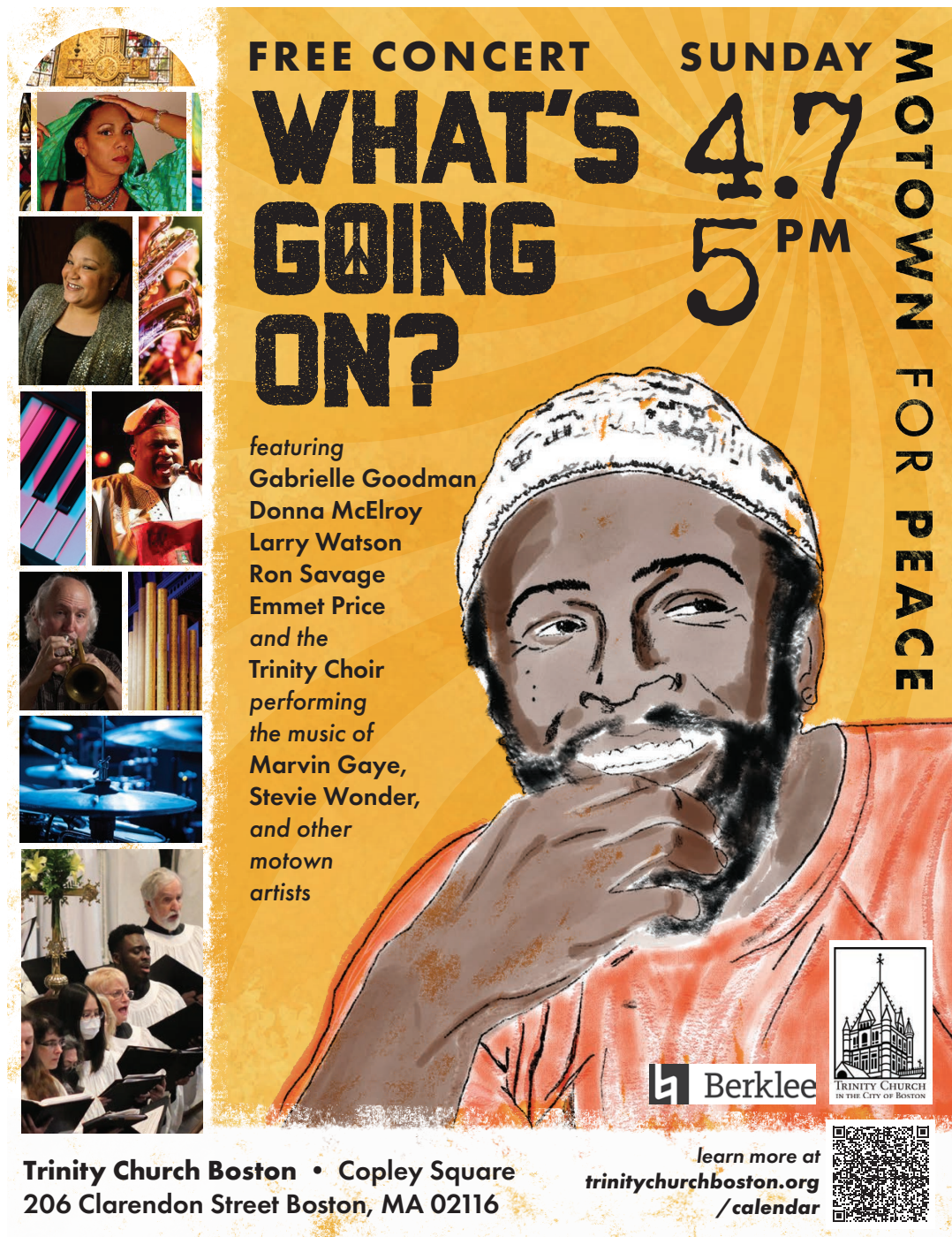
Facebook Event Header

642 people responded to the Event listing on Facebook — a very good number for us. The drawing, radial swirls, and unique subject matter helped to grab attention in folks' feed.

The postcard-sized Bay State Banner ad

The Banner comes out on Thursdays. We ran the ad for the Thursday-Wednesday immediately prior to the concert.

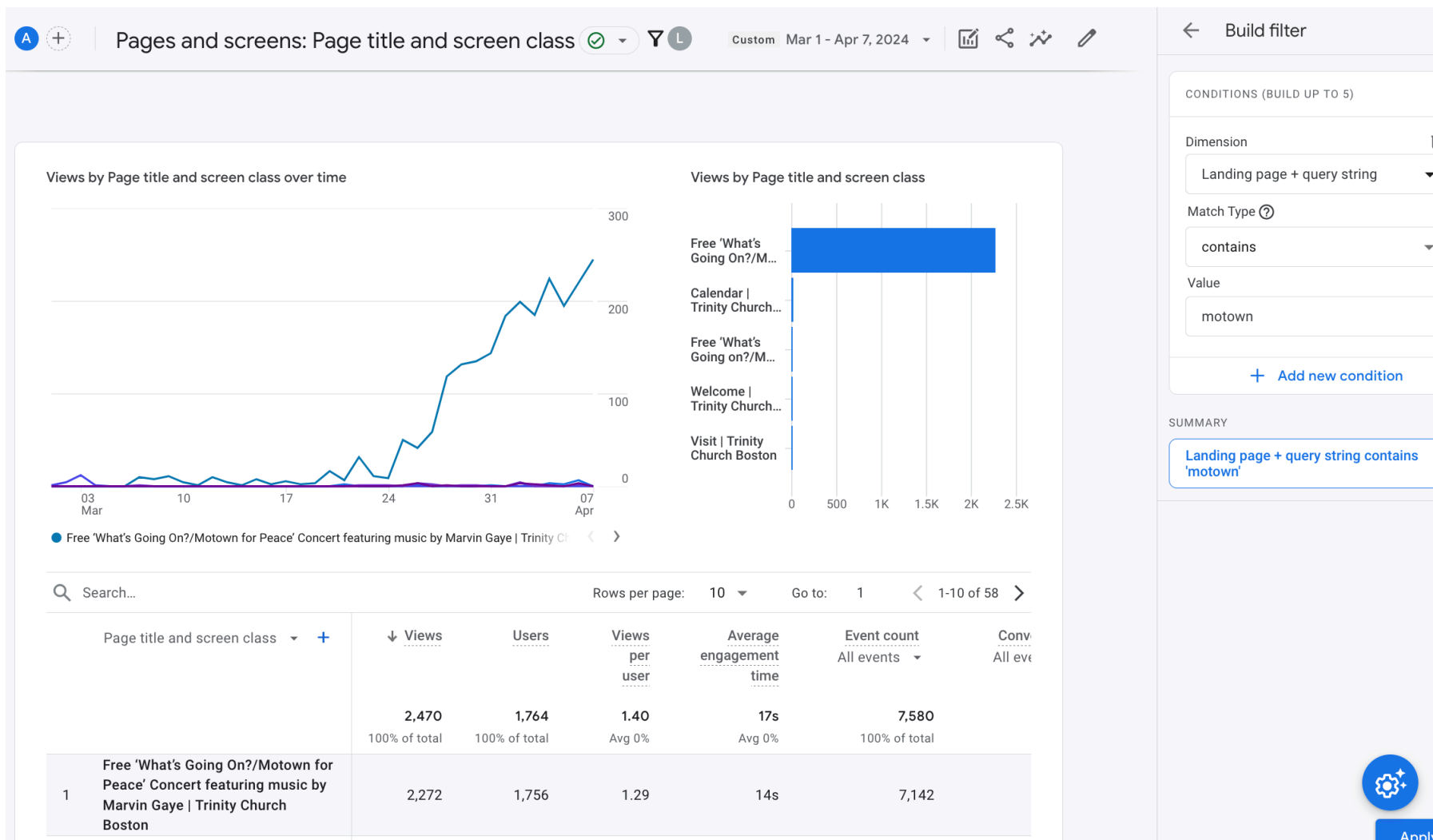




Mini-poster

I printed up **about 50** of these (8.5x11) and snail-mailed them to local music groups and hotels that I thought might be likely to put them up or share the information. I also printed a stack for the choir and Berklee musicians to share with in their circles.

The mini-poster was also embedded into our Easter Day bulletins the Sunday prior to the concert (attended by 1911 people).

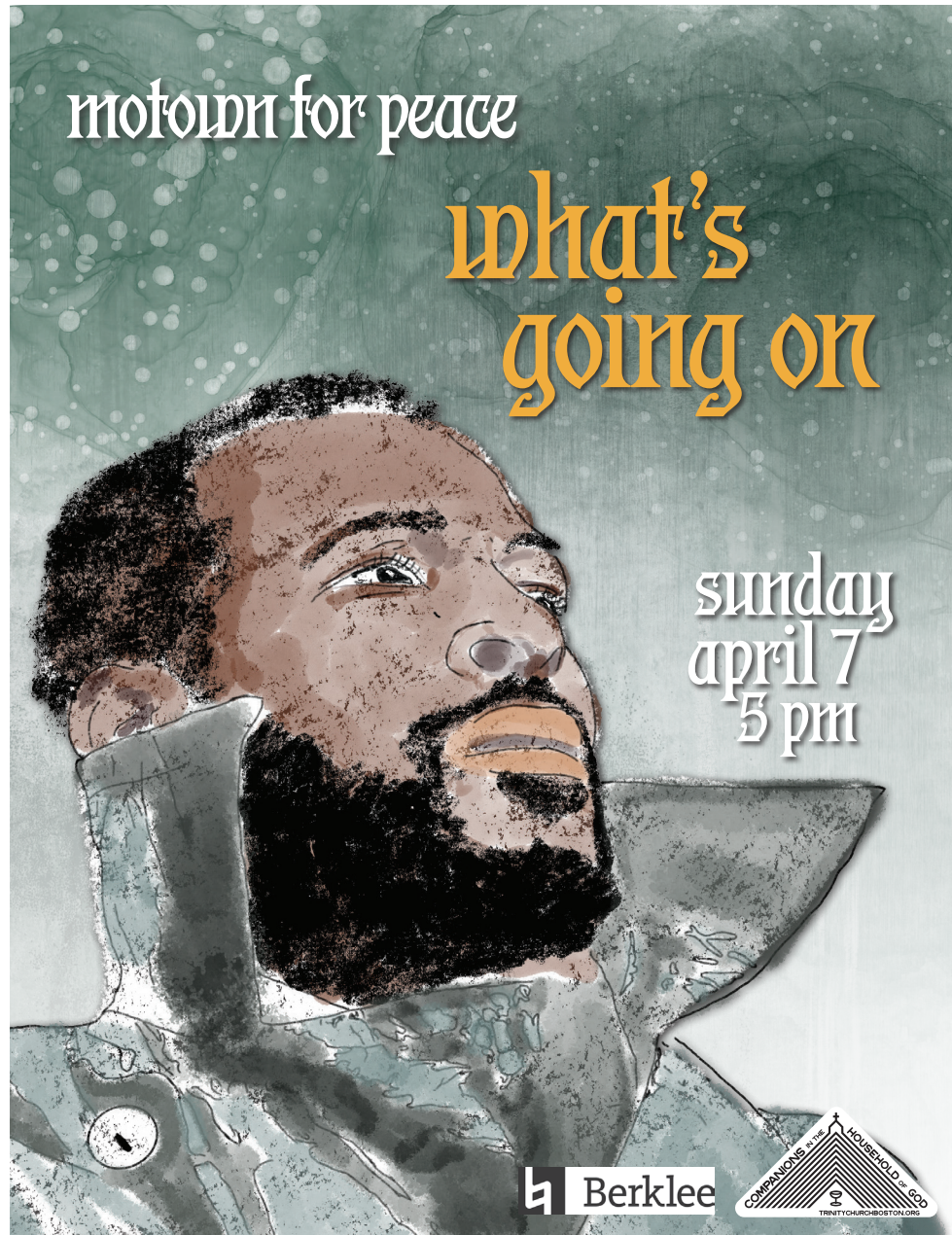


We had **1756 active users** on the concert's page on our website in March and early April 2024. The concert was April 7.

834 users clicked over from Facebook.

46 users scanned a QR code from an ad or poster to get to the page and, interestingly, spent longer on the page than the folks who clicked over from Facebook.

The Program Cover



More than 800 people attended the concert — our usual 5 pm Sunday service attendance is 65-85 people. We saw a small increase from another 'outside the box' concert the prior year; I was hoping to reach at least 1000 people in the pews. We were competing with a few things — Youth confirmations were held at Trinity the morning of the concert, and the 2024 solar eclipse was the next day, and Boston was not in the path of totality, so people may have been travelling.

But I also learned from that disappointment and requested an increase in the Communications advertising budget for the next year, so I can boost Trinity's offerings to more folks, and over the year have made an effort to create more of a presence for Trinity on the r/boston and r/episcopalian subreddits.

On request from the Berklee professor, Gabrielle Goodman, I created a new image for the cover of the concert program based on the cover of the 'What's Going On' album, including the distinctive typeface used for that album. I used the drawing app Procreate on an iPad to trace existing images of Marvin Gaye and then work up a fuller illustration that had the feel that I wanted.