



# Excellence in Planning and Promotion

*Trace L. Howard*

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## **Excellence in Planning and Promotion** Trace L. Howard

Today's congregational expectations regarding ministry events and campaigns are viewed through the lens of "excellence" - not only is this an expectation, it is also a requirement if the church intends to maximize those programs in which it has invested precious resources of time and people. A God-given vision for a ministry program, after prayer and vision sharing, begins with planning, and comes to fruition through effective promotion and marketing. In *Excellence in Planning and Promotion*, Trace Howard has provided churches and their leadership an outstanding resource by reminding readers of the importance of these elements in delivering ministry events and campaigns that make a kingdom difference. The principles of this book are at the same time incredibly simple yet will reap great benefits for church leaders in our day. This book brings helpful and practical insights to the pastor's approach to ministry and event planning that can be utilized in any ministry leadership context.

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