



## EVENT PROMOTION PLAN – LOVE OR LUST (High School)



*Thank you for hosting an event with Chastity Project! We look forward to working with you to ensure your event is successful. We ask that you follow this plan and timing as closely as possible. There are others ways you can promote your event and we invite you to do so; however, based on 20+ years of experience, these are the key items to follow. If you have any questions, please do not hesitate to reach out and contact us.*

This Promotion Plan and Marketing Kit can be found at: <http://chastityproject.com/school/loveorlustmarketing/>

### **Phase I: Upon finalizing contract**

- Contact local convents of nuns to invite them to intercede for the event as it approaches. Also consider asking individuals in your community to commit to offering an hour of weekly Adoration leading up to the event.
- For junior high school assemblies, please invite at least five other local junior high schools to bus their students to your school.

### **PHASE 2: 1 Month before the event**

- Invite a journalist from the local Catholic (and secular) newspaper, as well as a reporter from your school newspaper to attend and cover the event. The speaker can be interviewed following the presentation.
- Spread the word to local homeschooling families in the area.
- Arrange to have the yearbook photographer take photos of the event.
- Contact local convents of nuns again to invite them to intercede for the event as it approaches, and in particular, while the presentation is being given.

*Note: Regarding ads and announcements, it is best to craft them so that they vary, and touch on a different aspect of the message of chastity to widen the target audience and keep things fresh while consistently branding the event.*