



EVENT PROMOTION PLAN – LOVE OR LUST (Parish Event)



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 the Marketing Kit can be found at: <http://chastityproject.com/parish/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.
- Contact neighboring parishes (at least 10) to invite them to co-host the event. This means that they will promote the event to parents and teens in their churches. Not everyone has 10 neighboring parishes, but reach out to all churches within 50 miles of your location. Ideal contacts within these parishes would be the Youth Minister, DRE, Confirmation Leader, CCD Director, and Pastor. The goal is to not only invite other teens, but to make the event mandatory for them (and hopefully their parents) as part of Confirmation class or CCD, if at all possible. Not all locations have this many youth groups, but a concerted effort should be made to reach all youth groups/Confirmation classes/CCD classes within 50 miles of your location. For those who agree to promote the event, share this Promotion Plan and Marketing Kit with them.
- Reach out to the campus minister or religion teacher at the local Catholic junior high and high schools. See if they are willing to offer extra credit to their students if they attend, and double points if they bring their parents with them.

PHASE 2: 6 Months before the event

- Begin using Marketing Kit in parish bulletin, posters, tweets, Facebook, Instagram, and Flocknote. Keep the bulletin ad in each bulletin until the event, if the parish or youth group uses these.
- Make parish announcements once per month leading up to the event, and then increase frequency to once per Sunday within a month of the event.

PHASE 3: 3 Months before the event

- Continue promoting on parish and youth group website(s), Flocknote, Facebook, and other Social Media channels.
- If you have an email list, send an e-blast.
- If you have a vicariate newsletter, invite them to publish an announcement.
- If you have Catholic radio in your area, ask them to advertise the event.
- Place an ad in the local Catholic newspaper using the PDFs provided in the Marketing Kit.
- Contact the diocesan offices of marriage and family life, education, and youth and young adult ministry to see if they are willing to promote the event.
- If the budget allows, create a postcard (suggest print run of 5,000) and bring them to local businesses, churches and Catholic school. Give them to others as conversation starters, invitations.

PHASE 4: 1 Month before the event

- Contact local junior high and high schools again to encourage their students to attend. Ask the schools to offer extra credit or service hours for parents and/or students. For example, students get an extra 10 points of extra credit if they come, and 20 points if their parents come as well. Create an email for the schools to send in case they don't have the time to write one.
- Invite a journalist from the local Catholic (and secular) newspaper to attend and cover the event. The speaker can be interviewed following the presentation.
- Arrange to have the yearbook photographer take photos of the event.
- Invite the parish priest to integrate chastity into his homilies as the event approaches, is possible.
- Promote the event within the parish school and religious education program, as well as pertinent adult ministries (Knights of Columbus, That Man is You, Mom's prayer group, etc.).
- Spread the word to local homeschooling families in the area, and any apostolates that would be interested, such as homes for unwed mothers.
- 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.
- Verify that the promotional poster is posted on the church's bulletin board.

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.