

EVENT PROMOTION PLAN

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 other creative ways you can promote your event, and we invite you to do so! However, in our experience, these are the key items to follow. If you have any questions, please do not hesitate to reach out and contact us.

Please reference chastity.com/purifiedmarketing for easy bulletin ads and social media ads.

Upon Finalizing Your Contract:

- ❑ It begins with prayer! Contact local convents 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.
- ❑ Please include a "SAVE THE DATE!" announcement in your parish bulletin right away. You can download an ad at chastity.com/purifiedmarketing.
- ❑ Contact neighboring parishes to invite them to host the event with you! A great event has one to two hosting parishes. Share this document with your parish and invite them to join your Event Team or invite them to create their own. Share the **Event Guidelines** and the **Assembling Your Event Team** document with them if they are going to have their own team.

6 Months Before the Event:

- ❑ Place the Purified poster, provided to you from the marketing plan, in the Narthex of each hosting parish and prominent location in each school.
- ❑ Please request the Hosting Parish pastor (if possible), to make the following announcement at the event at the end of each weekend Mass, and invite collaborating parishes to do the same.

CHURCH NAME is excited to announce an incredible event for families, ages 13 and up. PURIFIED will take place **DATE** at **PLACE** and will feature international speaker and author Jason Evert, who has spoken to more than one million teens on the topic of chastity. The event will include a presentation for teens *and* parents about dating relationships, and God's plan for human love, followed by a time for adoration and reconciliation. I strongly

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encourage you not to miss this INCREDIBLE opportunity. See the bulletin for more details.
OR SIGN UP AFTER MASS (announce details if signups are available after that Mass)!

- ❑ Reach out to all churches within 50 miles of your location to try to reach all the local youth that we can. Ideal contacts within these parishes would be the Youth Minister, Religious Education Director, and Pastor. The goal is to not only invite other teens but to make the event a part of the Confirmation class or Religious Ed for students and parents, if at all possible. A concerted effort should be made to reach all youth groups/Confirmation classes/Religious Ed classes within 50 miles of your location. For those who agree to promote the event, share this **Promotion Plan** with them, along with the **event poster** and a link **chastity.com/purifiedmarketing**.
- ❑ 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!
- ❑ Begin using Marketing Kit in the parish bulletin, posters, tweets, Facebook, Instagram, and Flocknote (if applicable). Keep the poster in each bulletin until the event.
- ❑ Add a link to the event and the ticket purchasing page to your website homepage.

5 Months Before the Event:

- ❑ The PURIFIED team makes a second push to surrounding parishes to invite their teens and families, providing them a bulletin announcement and poster. Let them know about the opportunity to purchase tickets in bulk for a discounted price. Let them know they should reserve their spaces early!
- ❑ Continue using the parish bulletin, posters, Twitter, Facebook, Instagram ads provided to you at chastity.com/purifiedmarketing to market the event.
- ❑ Keep the bulletin ad in each bulletin until the event.
- ❑ Ask each Event Team member and parish staff member to add info about the event to their email signatures from now until the event date. The signature is below. It has been created to be customizable by you, we hope you use it!

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Sample email signature:

Don't miss: PURIFIED

DATE, 7:00 – 9:00 PM

CHURCH NAME – CITY, STATE



Discover the beauty of God's plan for love!

For more information or to **GET YOUR TICKET** (limited seating is available)

Visit: chastity.com/tickets

4 Months Before the Event:

- Insert PURIFIED flyer, as a bulletin cover or full-page insert one week this month in both the hosting parish bulletins. All other weeks, insert the usual bulletin ad.
- If you have a vicariate newsletter or email list, invite them to publish an announcement.
- Play the video from Jason and Crystalina Evert before Mass during all weekend Mass times, also share the video via social media and on the parish website.
- Begin to use parish Flocknote or email to send the link to purchase tickets online
- 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

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3 Months Before the Event

- ❑ Continue promoting on parish and youth group website(s), Flocknote, Facebook, and other Social Media channels.
- ❑ Update the parish announcement to say:
“As a parent, have you ever wondered how to protect your family members from everything in society that seems to undermine their innocence? If you’re a teen or young adult, have you ever wondered about the difference between love and lust, and how find true love in a world that only seems to offer the counterfeit? Then don’t miss PURIFIED. Get straight answers to tough questions about God’s plan for love. Don’t wait! Tickets are selling fast! Get your ticket today! See the parish bulletin for details, visit the parish office, or go to chastity.com.”
- ❑ If you have Catholic radio in your area, ask them to advertise the event on their local events calendar. Let them know that you would be happy to do an interview about the event. Let them know that interviews with Jason can take place as well. Email events@chastity.com to schedule the interview.
- ❑ Spread the word to local homeschooling families in the area,
- ❑ Place an ad in the local Catholic newspaper using the PDFs provided in the Marketing Kit, or get a free add in their newspaper calendar section.
- ❑ If the budget allows, create a postcard and bring them to local businesses, churches, and Catholic school. Give them to others as conversation starters, invitations.

2 Months Before the Event

- ❑ Send an email announcement to parishioners in each hosting parish, let them know that tickets are moving fast!
- ❑ 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 points of extra credit if they come, and double the points if their parents come as well. Create an email for the schools to send to their students in case they don’t have the time to write one.
- ❑ Spread the word to any apostolates that would be interested, such as pregnancy resource centers, women’s shelters, etc. Let your event coach know if these apostolates are in need of tickets. We would like to help.

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- Verify that the promotional poster is posted on the church's bulletin board.
- Please request the hosting parish pastors (if possible), to announce the event I in the following way at the end of each weekend Mass from now until the event.

“Have you noticed that we live in a culture where relationships have become more confusing than ever? If you're looking for straight answers to tough questions about love according to God's designs, then don't miss our upcoming PURIFIED event. This life-changing night featuring renowned speaker Jason Evert is for all ages, 13 and up. So, bring the family. And please consider inviting a friend, especially someone who doesn't usually come to events at Church. You'll be amazed at the impact this event will have on them! Don't wait! Tickets are selling fast! Geet your ticket. See the bulletin for contact details, visit the parish office, or go to chastity.com to get registered today!

The Month Before the Event

- Continue with a bulletin and Mass announcements in each hosting parish. Add “Don't miss this event!” or “Tickets are selling fast!”
- Please say the “Prayer of the Faithful” at the end of each weekend Mass, read by the Pastor if possible, from now until the event:

Lord, we pray in our parish for an increase in the virtue of purity. May the Holy Spirit be with us as we prepare for the upcoming PURIFIED event, that it may bear fruit for eternal life.

- Invite a journalist from the local Catholic (and secular) newspaper to attend and cover the event. The speaker can be interviewed following the presentation.
- Invite the parish priest to integrate chastity into his homilies as the event approaches, if possible.
- Contact local convents again, thank them for their prayers and ask them to intercede for the event as it approaches, and in particular, while the presentation is being given.