

EVENT PROMOTION PLAN – COLLEGE TALK



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/collegemarketing/>

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.
- If your budget allows, consider providing food and beverages at the event to attract more students. Make sure to highlight this in your marketing efforts.
- Contact neighboring colleges and young adult groups to invite them to extend invitations within their circles. Ideal contacts would include the Director of other Newman Centers or FOCUS Missionaries on campus. Also reach out to the Diocesan Director of Young Adult Ministry to see if he or she can promote the event. For those who agree to promote the event, please share this Promotion Plan and Marketing Kit with them.

PHASE 2: 6 Months before the event

- Begin using Marketing Kit in parish bulletin, posters, tweets, Facebook, Instagram, and campus and dorm bulletin boards. Keep the bulletin ad in each bulletin until the event, if the parish 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 website, 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.
- Think of professors on campus who might be open to inviting their students to the talk. Don't be afraid to reach out to those beyond the Theology Department, who might not agree with the message, such as a speech and debate professor, or a professor of women's studies. Ask them to extend an invitation to their students, and perhaps have them write a report on the topic.
- 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

- Print the promotional flyer and place as many as possible around campus on dorm bulletin boards, walls, elevators, and anywhere else students learn about upcoming events.
- Contact local colleges again to encourage their students to attend.
- Invite a journalist from the local Catholic (and secular) newspaper, as well as a reporter from your campus newspaper to attend and cover the event. The speaker can be interviewed following the presentation.
- Invite the campus priest to integrate chastity into his homilies as the event approaches, if possible.
- 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.