

# CHURCH PROMOTION SAMPLE CHECKLIST >>>>>>>>>>

[Schedule](#)

## Weeks 16–11 Planning Phase

- Activate your group by establishing a unique personal “group name” online at [FamilyLife.com/Weekend](http://FamilyLife.com/Weekend).
- Review all materials provided in your group promotion pack and create your group coordination plan using the promotional schedule as provided in this check list.
- Arrange a meeting with your pastor and request endorsement and permission to promote FamilyLife’s Weekend to Remember in your church. Make sure you cover the timing and placement of the following:
  - Add the Weekend to Remember date to your church calendar.
  - Make pulpit and sunday school announcements in weeks 7, 5, and 3.
  - Plan to show the promotional DVD.
  - Place promotional flyer in your church bulletin in weeks 7, 5, and 3.
  - Have bulletin announcements run continually after week 7.
  - Set up and staff information table from week 7 until event.
  - Don’t forget to invite your pastor and his spouse to take advantage of the complimentary registration available at [FamilyLife.com/Pastor](http://FamilyLife.com/Pastor). Hotel and meals are not included.
- Order additional promotional materials online at [FamilyLife.com/Weekend](http://FamilyLife.com/Weekend) or call 1-800-FL-TODAY (358-6329).
- Start inviting.

## Weeks 10–8 Preparation Phase

- Confirm pulpit and sunday school announcements with church staff for week 7.
- Prepare and confirm promotional flyer with church staff for week 7.
- Recruit volunteers to help in promotion.
- Set up information table for week 7.
- Keep adding to your group.

## Weeks 7–5 Promotion Phase

- Begin to staff information table weekly.
- Keep announcement with event information in weekly bulletin.
- Make pulpit and sunday school announcements in week 7 and week 5.
- Use promotional flyers in week 7 and week 5.
- Take an inventory of your promotional materials and order additional brochures, posters, etc., if necessary. Download materials at [FamilyLife.com/Weekend](http://FamilyLife.com/Weekend) or call 1-800-FL-TODAY (358-6329).
- Keep inviting. Many conferences fill early, so encourage early registration.

## Weeks 4–3 Registration Phase

- Continue to staff information table.
- Continue announcements with event information in weekly bulletin.
- Use promotional flyers during weeks 4 and 3, announcing the last day to register at the special early group rate of \$89 per person with your personal group name.
- Make pulpit and sunday school announcements emphasizing group registration deadline in week 3.
- Keep inviting. Early group rate deadline is midnight 10 days prior to the conference start date.

## Weeks 2–1 Continue Momentum

- Continue adding to your existing group until the day of the event by calling 1-800-FL-TODAY.
- All registrations received after the 10-day deadline will be at the full price registration rate of \$129. These registrations will still count toward your five couples needed to receive your complimentary couple's registration.

## Week 0 Enjoy

- Enjoy a memorable Weekend to Remember with your spouse.

