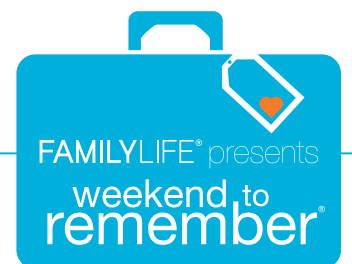




YOUR PERSONAL GROUP PROMOTION GUIDE



love like you mean it



INVITING OTHERS TO JOIN YOUR GROUP >>>>>>>

Help brings Hope

YOUR CONNECTIONS

Personal Contacts

- » Create a contact list and determine the best way to reach out to your friends, family, neighbors, and co-workers.
- » Contact each of the adult outreach leaders in your church and inform them of the benefits of the upcoming FamilyLife Weekend to Remember conference. Ask each leader if he would play the promotional DVD or invite you to personally speak to his group.
- » Use e-mail to send a special message to your friends. Be sure to include your personal group name and Web page at FamilyLife.com/Weekend.
- » Invite others by handing out Weekend to Remember brochures with your name, personal group name or Web page, and contact information.
- » Make personal invitations over the phone.
- » Host a home or office party presenting the promotional DVD. Ask someone to share their story about the impact of the conference on their marriage.

Social Web Network

- » Use your group Web page at Familylife.com/Weekend to invite your friends.
- » Use your social networking Web page at Facebook, MySpace, Plaxo, etc., to encourage your friends around the world to join your group and attend a Weekend to Remember conference near them.

Local Community

- » Work with local organizations by inviting their members to join your group to attend a Weekend to Remember conference. Make announcements, show videos, and use newsletters and Websites to create invitations and endorsements.
- » Work with local business owners by inviting their employees, clients, and customers to join your group to attend a Weekend to Remember conference.

*FamilyLife is committed to help you help others. This guide gives you some suggestions to help you get started. There are a variety of ways that you can build your group ministry. You can use your gifts and influence to build your group through **your connections** and **your church**. We encourage you to customize a plan that best fits you.*

Local Community Organizations:

- Athletic Clubs
- Schools
- Teachers' Associations
- Neighborhood Associations
- Music and Arts Organizations
- Business Clubs

YOUR CHURCH

Step One—Pastoral Staff

FamilyLife is all about helping the church help people. We encourage you to make sure your pastor and staff are involved in your efforts to form a Weekend to Remember group at your church. It is important for you to coordinate and be sensitive to your church's calendar and activities. Make sure you extend a personal invitation to your pastor and his spouse to attend the conference. They can register for free by going to FamilyLife.com/Pastor. Hotel and meals are not included. For more information regarding conference dates and locations, direct your pastor to FamilyLife.com/Weekend.

Step Two—Plan

Outline your promotional calendar. Don't forget that group members must register Thursday prior to conference start date to receive a savings of \$80 per couple. Ask your pastor or assigned church contact about placement and timing for the promotional materials and ideas to the right.

Step Three—Promote

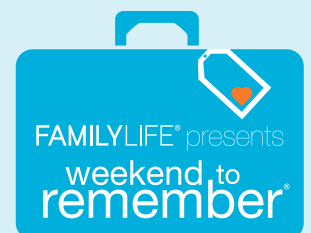
Many creative ideas are available online at FamilyLife.com/Weekend. Aside from your personal invitation, hosting an information table in the church may be your most effective promotional tool. Make sure to have the table placed in the same area for a series of weeks so couples will be able to know where they can find you. Set the table in the most visible location possible, preferably near an entrance or exit. (And remember, when staffing the table, people have more time to stop on their way out than on their way in.)

Always have plenty of brochures available to hand out and be sure that your group information is easily visible on each brochure. Offer a sign-up sheet for people who would like to know more about the event, but do not have time to get their questions answered. Ask your team to stand in front of the table and greet people as they pass. This makes you more accessible and approachable. Encourage couples by saying, "We'd love to have you join our group. Would you be interested in attending with us?"

Step Four—Recruit

Get some help. Depending on the size of your church, you may need to recruit several others within your church to help you get the word out. Cast a vision of what your community would look like with stronger, healthier marriages. Use your own story or select the "check out testimonies" link at FamilyLife.com/Weekend. Share how this weekend conference restores and renews marriages by clearly communicating God's plan and purpose for marriage. Review the Church Promotion Sample Checklist on the following page and get started.

- Pulpit Announcements
- Bulletin Inserts
- Video Presentation
- Information Table
- Brochures
- Posters
- Flyers
- Sunday School Messages
- Personal Testimony
- Newsletter Articles
- Banners
- Skits



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.
- 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. Hotel and meals are not included.
- Order additional promotional materials online at 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 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 Thursday 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 the day of the conference start date 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.

