

MARRIAGE CHAMPION

Content Calendar

Date	Theme	Visual Idea	Sample Caption
Mon, Aug 31	Early Access Opens	Photo from a past Weekend to Remember (yours or a couple you know), or a simple photo of the two of you. Avoid graphic banners.	"We've got something for the couples in our life who could use a weekend to just... remember why they chose each other. For a limited time, you can get 50% off a Weekend to Remember getaway. Enter your group name and use promo code SAVE50 at checkout. Send us a message if you want help finding a date that works!"
Thu, Sep 3	Personal Story / Testimonial	A candid photo — you and your spouse, or (with permission) a couple who's attended before. Handwritten-style quote graphic optional, but keep it personal, not promotional.	"[Share a real line from your own experience or a couple you know: what changed after their weekend, what they didn't expect, what they'd tell a friend who's on the fence.] If that's you or someone you love — enter your group name and use code SAVE50 for 50% off. A few days left of early access."
Sat, Sep 6	Early Access Closing (last call)	Simple, warm photo — hands held across a table, a couple mid-laugh. No countdown clocks or urgency graphics.	"Last day for early access! If you've been thinking about it, today's the day. Enter your group name and use promo code SAVE50 for 50% off a Weekend to Remember getaway."
Mon, Sep 7	Public Sale Opens	Photo of a couple from a past weekend (with permission) or a simple lifestyle photo — nothing that reads as an ad.	"This one's for every couple who needs uninterrupted time together. Weekend to Remember is now 50% off for a limited time. Enter your group name and use promo code SAVE50 at checkout. Tag a couple who needs this!"
Mon, Sep 14	Behind the Scenes / Past Weekend	A photo from a past retreat — the setting, a small group moment, something that shows what the weekend actually feels like (not just a couple posed for a stock photo).	"Here's a peek at what a Weekend to Remember actually looks like — [describe the setting/moment briefly]. If you've been curious, now's a good time to go. 50% off with code SAVE50, enter your group name at checkout."
Fri, Sep 18	Final Days (sincere urgency)	Simple, warm photo again — avoid clock/urgency graphics. A photo of you or a couple looking genuinely at ease.	"A few days left to register at 50% off. If you've been on the fence, consider this your sign. Enter your group name and use promo code SAVE50 at checkout."
Sun, Sep 20	Last Call	One more personal, non-sale photo. Keep the tone warm, not frantic.	"Tomorrow's the last day for 50% off. If a Weekend to Remember has been on your heart, don't let it stay there — enter your group name and use promo code SAVE50 at checkout."



**Weekend to
Remember®**
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