

The Gospel for All Ages

Promotional Plan

Do not spare any effort to get the word out that your parish is doing some parish-wide catechesis and that you have a picnic coming. This list will help you marshal a plan that will get some buzz going throughout the parish.

1. **Posters and Signs:** Remember that people are visual. Get some signs posted all around the parish facilities. Use “No Ordinary Picnic” as your theme and the main focus of the poster.
2. **Parish Bulletin:** Get publicity for the picnic in the very next bulletin. Remember, you want to get people to save the date. Then provide regular updates in the bulletin. Build anticipation!
3. **The Mail:** If your parish has mailings, put a little flyer in the mailing that promotes parish-wide catechesis and your picnic.
4. **Get the Phones Ringing:** Get your guardian angels to call and invite people to participate in the picnic – and don’t forget the seniors and the singles!
5. **The Pulpit:** As the date approaches, make sure there are announcements made at Mass. The announcements can tease some of the plans your team has made.
6. **Notes Home:** Before school or religion classes are over, have the catechists and teachers send notes home about *The Gospel for All Ages* and the parish picnic event.
7. **The Grapevine:** Every parish has an active grapevine—tap into it. Make sure that word of mouth is at work—it is often the very best promotion. “Are you going to the parish picnic? We are. So why don’t you come, too. It will be tons of fun.”
8. **The Pastor:** Make sure both the pastor and the parish staff are fully behind the picnic and help promote it.
9. **Local News Media:** Your parish picnic event may even be newsworthy. The local press, radio, and television might be interested in seeing your upbeat celebration of the gift of the Holy Spirit.

