

The Gospel for All Ages



Publicity Ideas

One of the most important tips for a successful *The Gospel for All Ages* event is to get an early start on the planning and promotion. Spare no effort to get the word out that your parish is doing some parish-wide catechesis and that you have an event coming. This list will help you marshal a plan that will get some buzz going throughout the parish.

Posters and Signs: Remember that people are visual. Get some signs posted all around the parish facilities. Use your theme as the main focus of the poster.

Parish Bulletin: Get publicity in the very next bulletin. You'll need to move quickly.

The Mail: If your parish has mailings, put a little flyer in the mailing that promotes parish-wide catechesis and your event.

Get the Phones Ringing: Get your guardian angels to call and invite people to participate—and don't forget the seniors and the singles!!

The Pulpit: Make sure that there is an announcement about *The Gospel for All Ages* at all the Masses on Sunday.

Notes Home: Get the buzz for the event going at the meetings of the catechetical program and within the classes at school. Have the catechists and teachers send notes home about *The Gospel for All Ages* and your upcoming seasonal events.

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.

The Pastor: Make sure the pastor and the parish staff are promoting both *The Gospel for All Ages* and your next event.

Remember that you are building a tradition of these events right from the very first one. It would be great if each seasonal event was more fun, more exciting, more inspirational, and better attended than the one just before. Most of all make sure that *The Gospel for All Ages* is the talk of the parish.

