

# PROMOTIONAL CALENDAR

Week 1

Week 2

Week 3

Week 4

Website					
	Add to the Church website the following: a <i>Cover Photo</i> , the <i>Promo Flyer</i> , the <i>Info Flyer</i> , the <i>Couple Step by Step</i> , a link to sign up for CMI, and other key messaging/info	x			
Pulpit Announcements					
	At the end of Mass, before the Final Blessing, have a couple come up or have a priest present the <i>Sample Pulpit Announcement</i> (modify the announcement as needed to fit your Parish)	x			
	Include CMI in Church announcements announced at Mass		x	x	x
Sunday Bulletin					
	Put the <i>Bulletin Ad</i> in the bulletin	x	x	x	x
	Stuff inside the bulletin the 8.5x11" <i>Promo Flyer</i>	x			
	Stuff inside the bulletin the 8.5x11" <i>Info Flyer</i>		x		
	Stuff inside the bulletin the 8.5x11" <i>Couple Step by Step</i>			x	
	Stuff inside the bulletin the <i>3 Reasons for a Sacramental Marriage</i>				x
Print Materials					
	Print several 8.5x11" <i>Promo Flyers</i> and hang them around in prominent places; Leave stacks to take home	x			
	Print and hang around the Church and facilities the 11x14" <i>Poster</i>	x			
	Print and hang in a prominent place the <i>Large Banner</i> (Tip: Hang outside on Church building)	x			
	Print and place six <i>Pew Cards</i> in each pew (3 on each end)	x			
	Refill pews with <i>Pew Cards</i> as needed		x	x	x
	Print out ten-fifteen <i>Yard Signs</i> and place them around the Church grounds in prominent places	x			
Social Media					
	Choose a <i>Cover Photo</i> and change image across all social media platforms	x			
	Choose a <i>Profile Pic</i> and change image across all social media platforms	x			
	Announce CMI on social media platforms by posting the <i>CMI Promo Video</i> ; Boost ad for 4 weeks on Facebook	x	x	x	x
	Post CMI promotional <i>Graphics</i> across all social media platforms; In all posts, include key messaging, hashtags #WitnessToLove #CivilMarriageInitiative, and link to sign up	3-4 times	3-4 times	3-4 times	3-4 times
	"Share" content from the Witness to Love Facebook page to your Parish page	1-2 times	1-2 times	1-2 times	1-2 times
	Post updates on how many couples have signed up for CMI		x		x
Email Communications					
	Create and send a newsletter with the following content: a <i>Cover Photo</i> , the <i>Promo Flyer</i> , the <i>Info Flyer</i> , the <i>Couple Step by Step</i> , a link to sign up for CMI, and other key messaging/info	x			
	Create and send a follow-up newsletter echoing similar content: a <i>Cover Photo</i> , the <i>Promo Flyer</i> , the <i>Info Flyer</i> , the <i>Couple Step by Step</i> , a link to sign up for CMI, and other key messaging/info			x	