

WTL Parish Leaders Best Practices: *Be Light* Date Night Series

Tips to Spread the Word:

- Share on social media platforms, Flocknote, email and website
- Use the tools listed at the bottom of the *Be Light* landing page (social media graphics, *Be Light* series flyer and Flocknote/email template): <https://witnessstolove.org/belight/>
- Include a **parish contact** when sharing information about *Be Light*. The parish contact should invite couples into Zoom calls/small groups.

Tips for Scheduling, Hosting and Organizing *Kick Off* and *Wrap Up* Virtual Meetings:

- Zoom Video Conferencing <https://zoom.us/>
 - Basic Plan is FREE
 - Host up to 100 people at a time
 - 40 minute meeting limit
 - Parish Priest and MPC host meeting
 - If more than 100 participants register, create two Zoom meetings and have a MP Coach from the parish host the additional meeting
 - Host Launch Meeting prior to the launch of the date night series to welcome couples, encourage them to invite friends to join them and make it a 'date night' with dinner and/or an adult beverage.
 - Host Wrap Up Meeting to discuss what couples learned, how they grew as a couple, greatest moment of growth, which featured presenter did they connect with the most and why, etc
- Facebook Live
 - Parish Priest or MPC invite couples from the parish to register for the *Be Light* date night series and invite friends to join them.
- Facebook/Instagram Share
 - Share photos of couples having 'date night' throughout the series to inspire others to join!
 - Use the Hashtags **#BeLightDateNight #WitnessstoLove**
- Follow Up Tips
 - When the 'date night series' wraps up, make sure to have a solid follow up afterwards via Zoom, email or phone call. The majority of couples who sign up for date nights want to grow in their marriage and would love any additional community, ongoing support or resources you can offer.
 - Let this be the beginning of small groups for couples in your parish and when the quarantine is lifted plan to get together in person.