

CALVARY RETREAT CENTER

PROMOTION COORDINATOR'S GUIDELINES

Involve Pastor (at least 3 months in advance)

- [] Build relationship and elicit pastor's ideas and support.
- [] Request bulletin announcements weekly at least 2 months before the retreat.
- [] Suggest pulpit announcements **or someone from Calvary's Speakers Bureau.**
- [] Place Calvary brochures, flyers and posters in accessible locations.

Build Promotion Team

- [] Contact last year's parish or group promotion team.
- [] Contact Pastor for additional leads for team members.
- [] Contact last year's and former retreatants for promotion help.
- [] Attend the Passionist Witness Gatherings as a promotional team.
- [] Contact Calvary for additional assistance, i.e. – speakers bureau, promo video.

Review Past Retreatant List

- [] Assign contacts among team members.
- [] Provide registration material to team members & encourage early responses.
- [] Follow-up calls to each team member for results.

Recruit New Retreatants

- [] Recruit from Parish Lists such as Eucharistic Ministers, Lectors, Parish Council, Ushers & Greeters, Choir, CCD leaders. Contact president of parish social & fraternal organizations. Contact neighboring parishes without a retreat promotion coordinator.
- [] Show Calvary promotion video in parish and on local cable access channel.
- [] One to one contact after Mass, at parish functions & through acquaintances.
- [] Speaking directly to groups or from the pulpit (**or arrange for Calvary's Speakers Bureau to give a brief presentation**).
- [] Send letter to various parish lists.
- [] Send introductory letter or postcard indicating a follow-up call.

Follow-up

- [] Confirm registrations with Calvary Retreat Office.
- [] Develop master list of who is attending from your parish for future use.
- [] Follow up on undecided candidates.
- [] Thank you letters or phone call to pastor and promotion team members.
- [] Keep up year-round contact.
- [] Insure all upcoming retreat schedules & registration materials are available to retreatants (e.g. - post on parish bulletin boards).
- [] Contact those who didn't attend scheduled retreat and why.
- [] Follow-up with retreatants in order to get feedback.

Additional Promotion Ideas:

Feedback on this Checklist: Comments or Suggestions

Name: _____

Parish/Retreat Group: _____

Are you a New Promotion Coordinator? Yes _____ **No** _____