



Dear Parish Coordinators,

Thank you for offering to help promote the 4th Annual Catholic Women's Conference, "Refresh Your Faith, Full of Grace" on Saturday June 11, 2022. Your role is vital in stirring the hearts of women in your parish. None of our marketing efforts can reach the women and families of your parishes as well as you can. If each parish brought 10 women, we'd be sold out! Help us to "Refresh the Faith" of women in our diocese and beyond!

PARISH COORDINATOR RECOMMENDATIONS

A. BUILD A TEAM: Ask 3 to 5 other women in your parish to help spread the word. Consider choosing women from varying age groups to appeal to the largest demographic.

B. PASTOR'S SUPPORT: Please contact your pastor so you can promote and make your parish aware of the conference.

1. Share basic conference information with the pastor and solicit his support. He has received an email from the Bishop urging his support of the efforts.
2. Provide Father with a copy of the sample pulpit announcements. Secure a date on his calendar for a pulpit announcement.
3. Request a weekly or biweekly bulletin announcement leading up to the conference and a posting on the parish website and Facebook page.
4. Solicit the pastor's support to hang flyers, hand out brochures and to send an email blast to all families/women who have emails with the parish.
5. Ask Father's permission to do a group registration by using the parish name on the online form. Some Parishes have paid for a bus encouraging women to fill it. It can be a Parish activity.

C. BULLETIN ANNOUNCEMENTS / EMAILS: Contact the person in charge of producing the weekly bulletin and emails for your parish. Let her know Father has approved an email blast to all families/women on the parish roster and also a weekly or biweekly bulletin announcement leading up to the conference. Check the bulletin to be sure the bulletin announcement is there.

D. FLYERS: Please hang conference flyers in the parish, school and high traffic areas. Consider taking flyers to members of different ministries at your church (ie. Director of Religious Education, CCD, Faith Formation), Rosary Groups, Bible Studies, Service Committees, Hospitality Committees, Women's Groups, etc.)

E. PROMOTION 1. Schedule which weekend(s) you and your volunteers will hand out flyers after all the Masses(coordinate with parish secretary). 2. Be sure the priest celebrating Mass or you is making a pulpit announcement as above. If possible, do this 1 or 2 times before the event.

F. ADDITIONAL SUGGESTIONS: 1. Shoulder taps - consider personally inviting 10 - 20 women to the conference. 2. Encourage women to invite their friends, relatives, other parishioners and co-workers. 3. Ask the pastor for a list of all female parishioners. Use volunteers for a telephone tree (personal conversations work the best). Delegate names to be called, pass out telephone solicitation scripts. Set dates to begin and end telephone solicitation. 4. Encourage them to "like", "share" and invite women on the Catholic Women's Conference Facebook page as well as Altus For Women Facebook page. 5. Share conference information on Instagram with your friends.

G. PRAYER: Most importantly, pray for the Lord's help with your efforts and for a successful conference. Please offer any prayers, sacrifices, and Mass offerings that you can.

Thank you!!