

IGNITE 2012 Catholic Men's Conference PARISH CAPTAIN PROMOTION IDEAS



- Work with your Pastor to advertise the conference
- Develop a team in your parish based of guys that attended in past years
- Develop a list, with your Pastor, of men he would like to attend the conference
- Personally invite those men to attend
- Get those men to be your assistants to get more men to attend

“Tap on the shoulder invite” is the most effective way to get men interested. Also use the natural networks within the parish, Holy Name, Knights of Columbus, Bible studies.

- Bulletin insert
- Develop bulletin boards
- “IGNITE Banner ad” for the parish web site
- Set up information/registration tables after Masses
- Suggested pulpit announcement
- Work with your local Knights of Columbus Council to network in your area
- Create carpools for the day of the event or even rent a bus for large groups for parishes outside of the greater Syracuse metro area
- Information nights around sports events – Syracuse basketball games, etc.
- Send flyers home with the confirmation class students
- Send flyers home with the grade school kids if you have a school at your parish
- Create a fund raiser at the parish level to have “scholarship” money for men in need
- Have Parish discount of \$5 or \$10 with the approval of the Pastor
- Hold a promotional weekend
 - Previous attendee speak after all the Masses
 - Tables set up at the doors with flyers and registration forms
 - Bulletin insert the same weekend using the flyer and registration form back to back
 - Have men stationed at the doors to personally hand flyers to the men as they exit the church
- Have a call night to call the men who previously attended. You can get that list from the IGNITE planning committee
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