

weekend to remember

PROMOTIONAL IDEAS

Thank you for your desire to promote the Weekend to Remember conference to your church and friends! You play a critical role as group coordinator! You bring hope and help to many families who need to understand the difference Jesus makes in a home. Here are some ideas to get you started:

Announcements, Letters, Community Outreach, Facebook

- Ask your pastor to write a personal letter to send to the church mailing lists. This is especially effective if your pastor has attended a conference.
- Hang posters on your church bulletin boards and use bulletin inserts. Ask the pastor to make several pulpit announcements during the 11-week promotional period.
- Tell Bible study small groups about the conference. Include college and singles groups where there may be engaged couples.
- Show the conference promotional videos (free download) during Bible study classes, home groups, coffee time, or at an information table.
- Show or email a FamilyLife conference Cupid. We have fun free “cupid” commercials .
- Have couples who have attended in the past give testimonials.
- Share event information via facebook: Find us there at “Family Life Canada.” Invite your friends to the conference you are promoting. This is really effective!
- Download free power points slides and other promo material on the web. go to: www.familylifecanada.org/W2R/promote.html.

Information Tables

- Set up a construction site theme with the headline “Building a Firm Foundation.” Use a 2x4 structure against the wall and wear tool aprons and hard hats at the information table. Have brochures available.
- Decorate the information table in a church wedding theme. Serve cake to those who stop by the information table.
- Stage your information table in the same place over several weeks, so couples know where to find you. Choose the most visible place possible, preferably near the exit so that people pass by as they leave church. They’ll have more time on their way out than on their way in!

(over...)

Information Tables Cont'd..

- Recruit helpers. It's likely other couples in your church have been to a conference before and would be willing to staff the information table. For help in finding conference alumni in your congregation, call your conference ministry director and request a list. This is especially important if your church has multiple services.
- Have plenty of conference brochures available to hand people as they visit your table. They may not have time to talk, but the brochure will provide them with helpful information. Be sure to order more from us.
- Call those who want more information. Leave a sign-up sheet and clipboard on the table for those who need more information. Request both his and her names and their home and work phone numbers. Call them during the week.
- Display a conference poster near your table to attract attention. You may want to show the promotional video on a mini dvd player while manning the table.
- Greet people as they come by. Stand in front of the table as you will be more approachable and accessible. Personally invite people to attend the conference. You can encourage couples to go by simply saying, *"We would love to have you join us at the conference. Would you be interested in attending?"* Remember, the reason **most** people attend a marriage conference is because someone cared enough to personally invite them!

Skits and Performances

- Stage a mock television commercial. A grubby-looking mechanic in overalls can tell couples about how they need to maintain their marriages just like they do their cars. They can pay now, or pay later. By paying now, they will invest in their marriages to avoid costly repairs down the road. Come in for some scheduled maintenance or for a complete overhaul!
- Perform "Before and After." Before—a couple sits at a kitchen table in silence (reading the paper, etc.); they are together but ignoring each other. After—at the same table, the couple now can't stop interacting with one another. They are excited about their relationship with one another.
- Have a couple dressed as a bride and groom serving wedding cake at the back of the church. They can invite people to the conference and hand out brochures.