

INFORMATION NIGHT DIOCESAN

HOSTING AN INFORMATION NIGHT— STRATEGIES FOR A DIOCESAN-ADMINISTERED PROGRAM

Thank you for hosting a *God's Plan for a Joy Filled Marriage Information Night*. We believe that an Information Night is an effective way to promote the *God's Plan* program in your diocese and encourage parishes to send their engaged couples to the newly-approved program.

The Information Night is structured to be a brief, focused overview of the content, history, and pedagogy of the *God's Plan* program.

The following is a suggested strategy for coordinating an Information Night for the *God's Plan* program:

1 ENCOURAGE “INFLUENCERS” TO SUPPORT *GOD’S PLAN* INFORMATION NIGHT

In the initial stages of introducing the *God's Plan* program, you may have gathered a group of Influencers such as priests, deacons, natural family planning providers, respect life advocates, youth leaders, as well as Marriage and Engaged Encounter leaders. Even if these individuals were not available for Live Training, they can help get the word out to their circle of influence about the *God's Plan* program and spread the word about Information Nights. They will be excited that the program is now part of the diocesan offering and should be eager to promote it.

2 SELECT THE DATE AND LOCATION

Because multiple Information Nights can be run in a diocese, we encourage you not be overly concerned with selecting the “perfect” date and location. We have found that there is no ideal date for everyone, so we recommend you simply choose a date that has no obvious conflicts associated with it (e.g., holidays, other major diocesan events) as well as one that is convenient for key staff members of the Family Life Office, or whichever office oversees marriage preparation. The same can be said for location. We recommend that you select one or two locations that are relatively convenient for a majority of attendees.



3 CUSTOMIZE INFORMATION NIGHT PROMOTIONAL MATERIALS

As your partner in the implementation of the *God's Plan* program, we want to make the publicity of your Information Night the best it can be. Ascension Press can customize a flyer, posters, and bulletin announcements for your Information Night. We have quality, print-ready flyers and bulletin announcements for local customization once all the logistics have been determined. Electronic and print copies of each can be sent to pastors, deacons and lay leaders involved in marriage preparation ministry.

4 CONDUCT A PARISH "PHONE TREE"

A personal invitation goes a long way towards increasing the attendance at an Information Night. By contacting various parishes to identify and invite interested facilitators/instructors, you can increase attendance. Again, the key Influencers you have previously identified will be invaluable with this effort. A phone tree is easily executed by a few volunteers willing to make several phone calls. Using an approved script, the staff of the *God's Plan* program is also willing to conduct these outgoing calls for your office.

5 SUBMIT A DIOCESAN NEWSPAPER ARTICLE

Whether it is specific to the Information Nights or a related topic (marriage, Theology of the Body, etc.), an article in the local diocesan paper is an excellent way to publicize the adoption of the *God's Plan* program in your diocese. We suggest the article highlight a married couple living the teachings of the Church. This brings to life your ability to propose the truth and beauty of married love, the gift of human sexuality. In the context of this human interest story, you include the details about the Information Night. It is also important to note that many local Catholic newspapers like personal interest stories about events and ministries developing in a diocese.



For more information about *God's Plan for a Joy-Filled Marriage* program in your diocese call:

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