

INFORMATION NIGHT PARISH

HOSTING AN INFORMATION NIGHT— STRATEGIES FOR A PARISH-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 into your diocese and help recruit potential facilitators/instructors.

The Information Night is structured to be a brief, focused overview of the content, history, and pedagogy of the *God's Plan* program. It is an effective way for you as a diocesan marriage preparation leader to recruit facilitators/instructors for the newly adopted diocesan 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 in your diocese such as your priests, deacons, natural family planning providers, respect life advocates, youth leaders, as well as Marriage and Engaged Encounter leaders. Some of these individuals will not be available for “Live” Training, however, they can help get the word out to their circle of influence about the *God's Plan* program, spread the word about an Information Night, and encourage participation in the “Live” Training. They will also likely know of couples or persons who can serve as your facilitators/instructors.

2 SELECT THE DATE AND LOCATION

We would encourage you not be overly concerned with selecting the “perfect” date for your Information Night. 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 diocesan office staff.



3 CUSTOMIZE INFORMATION NIGHT PROMOTIONAL MATERIALS

As your partner, 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 in your diocese.

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 parish. We suggest that the article should 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 the diocese.



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

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