

## PUBLIC RELATIONS IDEA SHEET

At the end of the weekend, provide each participant with several brochures and encourages him/her to share the good news with friends, and with the clergy in his/ her own parish/ church.

Consider every fund raising effort an opportunity for PR.

Advertise in newsletters of support groups, etc.

### Churches:

- Articles & ads in religious publications Announcements in church bulletins
- Brochures in the lobby
- Announcements during Masses and other meetings (prepare a brief statement about the ministry and what it did for you and ask the pastor if you can speak after Mass, be available at a table in the lobby
- Ask for a letter of endorsement to all parishes from the Bishop/Archbishop, or from your team priest.
- Have each participant visit his/her pastor or priest and tell what the weekend did for him/her.
- Enlist the Family Life Office—they can often help spreading the word.
- Ask to speak to meetings or clergy or pastoral associations.

### Contact referral sources:

- Professionals in counseling and ministry
- Mental health clinics, school counselors, other lay ministries which may be in contact with divorced or widowed
- Funeral directors and associations
- Lawyers
- Hospital chaplains.

Send a mailing including a cover letter showing how the Beginning Experience® ministry is a tool to help in their work or, if possible, visit and explain in person. You may be able to address them at meetings of their professional organizations.

### Print media:

- Contact faith or life section editors of major newspapers and community newspapers regarding a feature interview in which one or more team members tell their story and what Beginning Experience has meant to them.
- Place small paid ads or seek free public service announcements in community calendars or in singles columns (the wording you choose is important so people don't come expecting a "good time")

### Electronic media:

- Submit information to community bulletin boards,
- Approach radio or local TV talk shows about an interview.
- Contact the media director or, better, find a personal contact.

**About being interviewed:** Be sure you have your facts straight about the ministry and its programs. Stick with facts and your experiences; avoid philosophy and theory. Don't try to be dramatic. Your story will be dramatic enough.

Keep the ministry's mission and vision statements in mind. Being personal and results oriented is likely to be effective. You will be talking to people who know nothing about the ministry, so cover the basics. Remember that whatever you say may appear in print or on the air.

*NOTE: Contact the IMC for a "Press Kit," which provides background information about the ministry*