



## Marketing a *Ministry of Mothers Sharing* sponsored Retreat

Marketing is a form of Benedictine Hospitality. It is the first step in reaching out to another person and being willing to invite them to look at the Christ-centered experience you have to offer. Like Christ, it is an invitation and the response is up to the person.

You are in a position to reach out and bring the Gospel to other women who are hungry for spiritual nourishment and a new learning experience of God working in their lives. Consider each of these aspects a part of the Ministry. Personal Contact is essential to any Christ-centered Ministry. The customer meets Christ in you and is attracted to help you or to attend.

1. **Flyer.** Think of the customer as a personal friend. Create a flyer invitation that appeals to her spiritual needs and/or desire to belong. Include on the flyer a registration form which requests needed contact information including phone, email, and deposit for the retreat. .
2. **Email in your own parish or community.** Mobilize all past *Ministry of Mothers Sharing* participants to contact 3-5 friends, relatives, neighbors - a personal invitation is welcoming.
3. **Phone Contact.** Contact the 10 parishes closest to yours. Seek out the leadership of the Women's Guild, preschool, or child care. Make a personal contact inviting them to attend. Notify their membership of this wonderful opportunity to meet other great women. Send your flyer by email. Keep the list for the next retreat.

### Some Tips other *Ministry of Mothers Sharing* groups have used

1. Consult someone from the parish who has professional marketing and experience to work with your committee to create a Marketing Plan.
2. Create a Marketing Sub-committee-4 months ahead of time.
  - a. Recruit someone with computer skills to contact and motivate all past *Ministry of Mothers Sharing* participants with an attractive email flyer.
  - b. Recruit one person to personally contact all area parishes that have *Ministry of Mothers Sharing*. (Contact *Ministry of Mothers Sharing* National Office for a list of parishes in your area that have an active group). Contact each parish to get the name, phone, and e-mail address of the Coordinator. Make a personal contact and share with her the value of a *Ministry of Mothers Sharing* sponsored retreat. Ask her if she would e-mail all *Ministry of Mothers Sharing* participants with a personal invitation and flyer for the retreat.
  - c. Recruit another person to personally contact all churches (do not have to be Catholic), Catholic School Principals, and daycares in the area. Ask them if they would be willing to distribute an attractive flyer inviting all of them to come to a retreat at your parish. (Name)
  - d. Keep an accurate list of contact persons for future events.
3. Marketing Timeline for all persons and agencies on your list of names.
  - a. 3 months ahead—personally stop by with an **alert flyer with the date circled. Offer to send an e-mail and bulletin announcement. Ask your contact person at the parish or agency if you can post flyers where all will see and if she will circulate it by e-mail.**
  - b. 2 month ahead—now is the time to register—offer an *early registration discount and a discount if you bring a relative, friend, neighbor.*
  - c. 2 weeks ahead—**don't miss out**—there is still time to register.
  - d. 10 days ahead—review the masters sent by Sr. Paula and highlight some aspect that will appeal to local women.
  - e. 1 week ahead—see you there.

### *Ministry of Mothers Sharing*

*An outreach ministry of the Sisters of St. Benedict of St. Paul's Monastery*

