

TMIY! Marketing Plan for Fall 2020

Marketing Amidst COVID Introduction:

That Man Is You! has put a plan in place to allow parishes to run TMIY regardless of their circumstances. Whether it be in-person or virtual, pre-COVID or during COVID, *men come to TMIY because they are personally invited*. This has always been the backbone of TMIY promotion. The parish promotional campaigns support the personal invitations.

Since less people are walking through parish doors these days that means less people are hearing announcements, receiving bulletins, walking by registration tables, as well as seeing banners or posters around the Church. This is why we have put together the [TMIY Marketing toolkit](#) to help parishes reach men by whatever avenues they have available to them. Traditional marketing pieces are still available through the TMIY store and can still be quite effective for certain parishes.

Keys to 2020 Marketing Plan:

- Most men need to be invited more than once.
- We recommend every man be invited three times or that there be three points of contact. This includes the original outreach/invitation and two follow up contacts.
- Each core team member should make a contact list of 10 people whom they are going to invite for this fall.
- The goal is to keep the personal contact simple!
- The personal invitations are the primary goal and the parish promotional campaigns support these efforts.
- If applicable for your area - hosting a registration event. Many groups have found success in having a launch/registration event like a BBQ or sports watch party where you get everyone to fill out registration cards.
- Adjust the schedule and plan below to the specifics of your parish.

Schedule:

Three Weeks Before the Launch:

- Personal Contact #1 - Phone Call Outreach - Make a simple call letting the person know when the program is getting started and what format it will be run in. Let them know that you would love to have them and if you are a small group leader, invite them to be a part of your small group.
- Support Efforts - Parish Promotional Campaigns:
 - a. Use **Social Media Post #1** (Found in the TMIY Marketing Toolkit) on personal and parish social media platforms to announce the start date.
 - b. Announce the start date via the parish bulletin, printed or digital. **Printed Bulletin Inserts** are available through the [TMIY Store](#) and **Digital Bulletin Inserts** are available in the TMIY Marketing Toolkit. Blurbs for bulletins and other parish electronic communications can also be found in the Toolkit under **Bulletin Ad Copy** along with **TMIY logos**.

- c. Hang **Posters** or **Banners** at the Parish or School. (Found in TMIY Store)

Two Weeks Before Launch:

- **Personal Contact # 2** - Email Outreach - Send a follow up email with more information about the program. You can use the **Sample Email Prompts** from the Toolkit. A digital **Brochure** and **Paradisus Dei Promo Video** (Toolkit) can also be included in the email to give more information about the upcoming TMIY year.
 - As a core team member you are able to register interested men in the system upon request by logging into your Class Page and adding them to your roster. You can also provide them with the registration link for your class. This can be found by finding your class using the [Find a Class](#) page.
 - Contact your Program Coordinator if you have any trouble finding your classes' registration page.
- **Support Efforts** - Parish Promotional Campaigns:
 - Use **Social Media Post #2** (Toolkit) on personal and parish platforms to inform men about the upcoming year. Links to **Brochure** and **Paradisus Dei Promo Videos** can be included with social media posts and included in parish electronic communications (Toolkit).
 - Include a link to your classes' registration page wherever possible.
 - If available, make pulpit announcements. These are available in the Toolkit under **Pulpit Plug**.
 - If available, set up a registration table per parish policies and give new men an opportunity to register via the **TMIY Registration Cards** found in the TMIY Store.

One Week Before Launch:

- **Personal Contact #3** - Text Message Outreach - Send a text message encouraging men to register (if they are new) or commit to come back if you are a part of a returning parish. A **Sample Text** is available in the Toolkit.
 - Include a link to your classes' registration page or if they ask you to sign them up, core team members can register them upon logging into the class page.
 - You can also include one or more of the links to **Promo Videos made by TMIY Classes** that give testimony to men's experience in the program.
- **Support Efforts** - Parish Promotional Campaigns:
 - Use **Social Media Post #3** (Toolkit) on personal and parish platforms to encourage men to register for the class.
 - Links to **Promo Videos made by TMIY Classes** (Toolkit) can be included with social media posts and parish electronic communications.
 - If available, set up a registration table per parish policies and give new men an opportunity to register via the **TMIY Registration Cards** found in the TMIY Store.

To receive Jesus and to take him to others is the true joy of the Christian!"

Pope Benedict XVI