

# Marketing Plan for Fall 2021

## Marketing Plan “Post- Lockdown”

The number of men you are able to re-engage in this year after the lockdown will have a big impact on the strength of your TMIY group for years to come. Many groups that continued to run TMIY last year experienced some attendance drop off. This was the case for ministries and parishes across the country. A local pastor in Houston spoke a truth to his staff and ministry leaders that we need to hear. “If we only aim to get those people back who left, we will shrink. They are not all going to come back. We must reach out to them but we also have to reach out to those that were not coming before.” This is the reality for every TMIY group. If you only aim to get men back who stopped coming or who didn’t attend virtually, your group will shrink. However, if we reach out to those men, plus additional men (who after the isolation and challenges of the lockdown may be more open than ever before), we are more likely to have a strong response in this new year.

Since less people are walking through parish doors these days, less people are hearing announcements, receiving bulletins, walking by registration tables, or seeing banners and posters around the Church. This is why we have put together the [TMIY Marketing toolkit](#) to help parishes reach men wherever they can. Traditional marketing pieces are still available and are hugely effective, but adding a digital strategy in addition to personal outreach will give you the best chance of success going into this unique year.

## Keys to 2021 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!
- Personal invitations are the primary goal and the parish promotional campaigns support these efforts.
- Adjust the schedule and plan below to the needs 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***