**Publicity Plan**

Faith Formation at Home

Graduate Blessing Event

“Leaving with a Faith that Sticks!”

**Event:**

June 2nd

9:00 Worship Service-Blessing and Recognition. Bibles given. Blankets optional.

10:45 Brunch for seniors, family and spiritual encouragers.

Cost: free will donation

**Publicity Plan:**

March 25th: Email 1: “Circle the Date”

* Introduces event and purpose
* Talks about Bible’s to be picked up
* Talks about Blanket option, Order by May 1
* Talks about asking significant spiritual influencer or sponsor

May 1st: Letter to parents and teens: “Congratulations”

* Nicer invitation look
* Enclosed is a letter to a spiritual influencer they can mail
* Reminds to order blanket by May 1

May 1st: Email 2: Blessing Blanket

* RSVP for the Blanket order

May 15th Email 3: requesting count

* Blessings on your graduations…looking forward to our event
* What’s your count?

May 29th Email 4: Reminding

* Congrats for graduations this last weekend
* Remind what’s coming and last details

June 2nd EVENT