

Publicity Ideas

We invite you to draw on your resources and creativity to attract young people to this year's Diocesan High School Youth Rally and Middle School CatholicFest.

ANNOUNCE AT MASS AND/OR YOUTH GATHERINGS

Invite high school youth and young adults who have had positive experiences at past Rallies to share at Mass and at youth meetings with the younger teens or their peers. Ask the priest to invite the youth to participate in the rally.

BULLETIN/NEWSPAPER/RADIO ANNOUNCEMENT/PROMOTIONAL DVD

Publish an announcement in your local newspaper/school paper. Write up an announcement or use the insert at the bottom of the page to place in your bulletin. If you have students writing in your local paper or school paper, ask them to plug in an announcement.

FLYERS

Please make copies of enclosed liability form and promotional poster enclosed and distribute them to all middle school youth in your parish.

- These forms can be passed out at Religious Ed, Youth Ministry Activities, Confirmation and Schools or inserted into your parish bulletin. Some schools are ok with posters being hung if they are given at least a week's notice.

PARENT SUPPORT

Ask parents to speak with other parents about how past rallies impacted their kids.

PERSONAL INVITATION

Personally invite your teens to attend (the most effective way to get teens there).

- Produce creative e-mail invitations and send them to every youth and parent of youth in your parish.
- Have parents, adult leaders, and/or youth leaders follow up by calling the young people. Give each caller a list of 5 – 10 teens, depending on their resources/numbers involved.
- Ask young people to invite friends. Offer simple prizes to the person who brings the most friends, such as: T-shirt, CD, free registration to youth group event, gift certificate, candy, etc.
- The average person needs to be invited up to 7 times in various ways before deciding to come to an event like this – don't give up and keep inviting.
- Use social media like **Instagram**, **Twitter**, and **Facebook**: share Diocesan Youth Ministry posts from our Facebook page: [Reno Catholic Youth Ministers](#).

POSTER

Place posters (enclosed) in prominent areas of visibility.

BULLETIN ANNOUNCEMENTS

CatholicFest:

Hey MIDDLE SCHOOLERS!! Join us on Sunday, March 6th for a celebration of faith and fun with youth from parishes all over the Diocese of Reno. We will travel to Bishop Manogue High School for the CATHOLICFEST Middle Youth Rally. Youth Rally starts at 1 PM, concluding at 5 PM. The registration cost is \$25/person. Please contact _____ for more information.

Calling all High School Students!! Join us on Saturday, March 5th for an opportunity to experience your faith in new ways, we have a great speak lined up and this year will feature speaker Mari Pablo who is well known for her videos with Ascension Presents. The day is open to all high school students! The registration cost is \$35/person. Please contact _____ for more information.