

SOME PROMOTION TIPS FROM MARY MURPHY

- **Small Goals are achievable and energizing!**

Add 2-3 potential retreatants to your outreach list and focus on getting them to join you. It's easier to reach 3 than 10. You'll be planting lots of seeds, but nurture a few to get them to Retreat. And then they become part of the promotion effort!

- **Personal Outreach**

Because our retreat is in February, I send a New Year's note with the date and personal invitation to regroup with the women who attended last year, and of course to my 3 "goal candidates."

When I greet at Mass, or attend Coffee Hour or daily Mass, I make it a point to talk about retreat to my currents and candidates, one on one.

- **Target Groups**

Are you active in your choir or friendly with the members?
Or with CCD teachers? Is there a Young Moms group in your parish? Home schoolers? Office volunteers?

Don't forget about the women who are recently widowed, or dealing with some other sorrow in their lives. Your friendly invitation for retreat may be just the spiritual boost they need.

- **Speak from the Lectern at Mass**

If your pastor lets you, take the opportunity to reach out a couple of times to your parish family.

Don't "read" your message: show it and glow it!

The TREAT in Retreat—wonderful meals, quiet time, camaraderie with great women.
"Our pajama party with God" and our opportunity to recharge our spiritual batteries.

At least one time—direct your message to the MEN who love their moms, wives and daughters.
Encourage them to give the gift of Retreat to the women they love!

- **Car Pool!**

Who doesn't like a ROAD TRIP!!! ? Offer your car space to new prospects, or whenever the "regulars" seem reluctant to go because of the drive. Even our short drive from New Britain is always more fun with a buddy. For a new prospect, this starts the joyful welcome before we even get our first hug!