



Adult Faith Formation Newsletter

“Planning the adult faith formation program” Part III

November 5, 2009

“There are four basic and interlocking aspects to planning a program. They are: *needs assessment, program designing, implementation, and evaluation.*”



Implementation programs for AFF *Marketing and Publicity*

D/CAFF meeting

If the intended audience for a program is going to be moved to attend, somehow it must be persuaded that it does, indeed, have a need for the program, that the program will have benefits.

Our next D/CAFF meeting Friday, November 20, 2009 at St. Andrew, Newtown, to RSVP call Mai Pham at 215-968-2262.

Publicity is crucial. Its importance, however, is often underestimated. Publicity is a way of letting people know what the program is about and why people should be interested in it. Publicity deals with the who, what, where, when, and why of the program for adults. Publicity takes many forms: flyers; brochures; posters; bulletin announcements; pulpit recommendations; a notice in the diocesan newspaper; as well as public service announcements; in newspapers, on radio, and through computer online services and community electronic “bulletin boards.”

FORM
INFORM
TRANSFORM

Be aware of the value of person-to-person communication. Personal invitation is one of the most effective ways of publicizing a program.

Resources for your library

Catholics Going Green: A Small-Group Guide for Learning and Living Environmental Justice
By Walter E. Grazer

This small-group resource examines basic environmental justice themes through the lens of Catholic social teaching and scripture. The compact, 90-minute session format is perfect for busy adults who want to stay connected with environmental topics in a meaningful, engaged way. Available from Ave Maria Press.

Flyers and brochures may contain a clip-off portion for pre-registration. This registration form should include a deadline for registering.

Quality in publicity is important; people will associate the quality of publicity with the program itself. Posters and brochures should be clear and professional. The combination of images, pictures, color, and lettering make statements that can enhance the program in the eyes of the public. It is not enough to put together a good program, announce what it is, and expect people to come. **There should be money in the budget to make attractive publicity available.**

It is also helpful to direct specific kinds of publicity toward various parish subgroups. This is another way to give people an appetite for what is coming. Plan publicity well. It should be out in enough time so that people can find space for it on their calendars. Publicize not only before the event but also after the event; let people know about the good that has been accomplished. Comments made on evaluations of the program might be cited in the after-event publicity.

(Nurturing Adult Faith: A Manual for Parish Leaders, p. 39-40)