



Advertising Tips & Promo Pointers for your Divine Mercy Event

Newspaper – Diocesan & Secular

- Contact your diocesan newspaper as soon as possible to find out advertising options and deadline dates. At times deadlines may be weeks in advance, so it is never too early to check.
- Place a notice in the calendar of events to run it at least two or three editions. Repetition is what helps people take notice
- Take out an ad. Ask a parish organization to sponsor the ad if necessary.
- MOMM programs are a great evangelization opportunity. Most diocesan newspapers are eager to report on such activities. Many are also very supportive of Divine Mercy. Ask for an article to appear about Divine Mercy and the event. MOMM's office can help supply copy and photos.
- Take pictures at the event and submit them to the newspaper along with an article after the event.

Catholic & Other Local Radio

- Most radio stations provide free public service announcements. Start as soon as possible.
- Schedule a radio interview in person or over the phone with MOMM, your pastor, or coordinator.

Posters

- Hang posters in all areas of high visibility. The more it is seen, the more it will be noticed.
- Post at least three weeks prior to event.
- Obtain permission and post in surrounding churches and Catholic gift and bookstores.
- Make sure the date, time and place are clearly legible from a distance.

Bulletin Announcements

- Run a variety of bulletin announcements for at least three weeks.
- Request surrounding churches to include in their bulletins for 2 to 3 weeks. Fax or email to them.

Flyers and Bulletin Inserts

- Copy flyers and distribute at parish and diocesan meetings and functions or following Masses.
- Make small flyers available for customers at Catholic gift and bookstores.
- Utilize flyer as a bulletin insert the weekend or two before event.

Personal Invitations

- Be sure your announcements are made at all Masses, beginning 3 or 4 weeks before the event. See to it that announcements properly describe the program and are inviting, not boring. A short testimony from someone who has had an extraordinary experience with Divine Mercy or has attended a MOMM program works best. Let people know the power of Divine Mercy!
- Personally invite as many as possible and have others do the same.
- Contact each ministry leader and invite their ministry. Utilize the Ministry Invitation available from MOMM to help inform them of the benefits of the program for their ministry team members.



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Email Notices

- Utilize MOMM's email flyers and video clips for one of the most cost effective and powerful promotional tools available.
- Email to all parishioners and friends and encourage them to do the same.

Post on Parish or Other Appropriate Web Sites

- Contact MOMM for downloadable flyers.
- Post on parish calendar of events.

Promote at Other Local Events

Take advantage of the opportunity to promote your event at other gatherings such as retreats, festivals or meetings.

Utilize the Advertising Checklist

MOMM has compiled a list of suggested advertising options. Download the list and use it to help jog your memory and track your promotional efforts.

Contact MOMM with any questions

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**Word of Mouth is the Best Advertising
Do All You Can to Tell All Souls About His Mercy!**