

2023 Higher Ground / Steubenville Marketing Schedule

2023
Jan

**Jan 28-29, begin
marketing events: HG
Retreats / Steubenville**

- Hang posters
 - Parish bulletin boards, classrooms, parish centers
- Announce opening of registration 2/1. Market early bird discounted rate for events.
- Bulletin & pulpit announcements
- Talk to Students / Parents

2023
Feb

**Feb 1-28 HG Retreats /
Steubenville**

- Announce opening of registration. Market early bird discounted rate for events.
- Stress the end of early bird rate is Feb 15.
- Show event promo videos at Religious Ed
- Pulpit Announcements
- Talk to Students/ Parents

***Last year events filled
by March 1, 2022**

2023
Mar

**Mar 1-31 HG Retreats /
Steubenville**

- Pulpit Announcements
- Talk to Students/ Parents
- Replay Videos and hand out flyers

Mid-March

- Check with youth office on vacancies for events. Stress the importance of registering to avoid higher costs and events filling up.

2023
Apr

April 1-15

- Continue to talk to Students / Parents
- Fees increase for HG & Steubenville 4/15
- Announce Steubenville & HG registration closes 5/1

2023
May

May 1-15

- Check with youth office on vacancies for events.
- Continue to talk to Students / Parents
- HG & Steubenville Registration closes 5/1
- HGXF fees increase 5/15

2023
Jun

Jun 1-15

- Check with youth office on vacancies for HGXF
- Continue to talk to Students / Parents
- HGXF registration closes 6/1

Other marketing tips for diocesan youth activities:

- ✚ Direct all communications (bulletin, emails, digital, etc.) to the Diocese website youth page: gidiocese.org/yya.
- ✚ Link your parish website to the Diocese website youth page: gidiocese.org/yya.
- ✚ Put retreat information on social media apps: Facebook, Instagram, etc. or link to diocese social media
- ✚ Share promotional videos with classes, share on social media
- ✚ Invite students/adults that have participated in HG or Steubenville to speak to HS/MS religious ed classes.



**Office of Youth and
Young Adult Ministry**