

# 2024 Higher Ground / Steubenville Marketing Schedule

**2024**  
Jan

**Jan 1, 2024 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

**2024**  
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, 2024
- Show event promo videos at Religious Ed
- Pulpit Announcements
- Talk to Students/ Parents

**2024**  
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.

**2024**  
Apr

**April 1-15**

- Continue to talk to Students / Parents
- Fees increase for HG & Steubenville 4/15/24.
- After 4/15/24 registration is open based on availability for HG & Steubenville.

**2024**  
May

**May 1-15**

- Check with youth office on vacancies for events.
- Continue to talk to Students / Parents
- HGXF fees increase 5/15/24

**2024**  
Jun

**Jun 1-15**

- Check with youth office on vacancies for HGXF
- Continue to talk to Students / Parents
- After 5/15/24 Registration is open based on availability.

## Other marketing tips for diocesan youth activities:

- ④ Direct all communications (bulletin, emails, digital media, etc.) to the Diocese website youth page: [gidiocese.org/yya](http://gidiocese.org/yya).
- ④ Link your parish website to the Diocese website youth page: [gidiocese.org/yya](http://gidiocese.org/yya).
- ④ Put retreat information on social media apps: Facebook, Instagram, etc. or link to diocese social media.
- ④ Share promotional videos with classes, share on parish social media.
- ④ Invite students/adults that have participated in HG or Steubenville to speak to HS/MS religious ed programs.



**Office of Youth and  
Young Adult Ministry**