

2026 Higher Ground / Steubenville

Marketing Schedule

2026

Jan

December 15, 2025 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

2026

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 8, 2026
- Show event promo videos at Religious Ed
- Pulpit Announcements
- Talk to Students/ Parents

2026

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.

2026

Apr

April 1-15

- Continue to talk to Students / Parents
- Fees increase for all camps 4/15/26
- After 4/15/26 registration is open based on Availability.

2026

May

May 1-15

- Check with youth office on vacancies for events.
- Continue to talk to Students / Parents

2026

Jun

Jun 1-15

- Check with youth office on vacancies for HGXF
- Continue to talk to Students / Parents

Other marketing tips for diocesan youth activities:

- ⊕ Direct all communications (bulletin, emails, digital media, etc.) to posters and 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 parish social media.
- ⊕ Invite students/adults that have participated in HG or Steubenville to speak to HS/MS religious formation programs.

TIP: Fundraising is a powerful tool to make these retreats possible for every student. By starting months before registration, families can plan ahead and work together to ensure all students have an opportunity to attend.



**Office of Youth and
Young Adult Ministry**