

## CRS Encounter Lent Communications Guide

<p>One month – two weeks prior to event</p>	<p>Begin advertising via:</p> <ul style="list-style-type: none"> <li>● Print: Diocesan paper, Parish bulletin, School newsletter, etc.</li> <li>● Digital: websites (diocese, parish, school, etc.)</li> <li>● Social Media Channels (Twitter, Facebook, blogs)</li> <li>● Radio Advertising</li> <li>● Emails to faith communities</li> </ul>
<p>Two weeks prior to event</p>	<ul style="list-style-type: none"> <li>● Distribute Speaker promotional teaser videos to audiences via digital and social media channels</li> <li>● Distribute memes available at <a href="http://www.crsricebowl.com/speakers">www.crsricebowl.com/speakers</a> via social media channels</li> <li>● Reminder emails to faith communities</li> <li>● Using Social Media Channels (Twitter, Facebook, blogs) to share relevant speaker information; time of event, location, etc.</li> </ul>
<p>One Week prior to event</p>	<ul style="list-style-type: none"> <li>● Share event information after mass at the pulpit with parishioners</li> <li>● Continue to promote event through digital advertising and Social Media channels.</li> <li>● Continue to do the things listed in prior weeks</li> </ul>
<p>Time of the event</p>	<ul style="list-style-type: none"> <li>● Promote key messaging (listed in messaging section), using scripted core talking points to place an emphasis on participating in CRS Rice Bowl and thanking them for their participation.</li> <li>● Live tweeting and posting throughout the event using the provided social media guide, available at <a href="http://crsricebowl.org/speakers">crsricebowl.org/speakers</a> <ul style="list-style-type: none"> <li>○ Hashtag (#EncounterLent), Twitter handles (@CRSRiceBowl, @CatholicRelief), sample tweets, sample posts</li> </ul> </li> <li>● Distribute CRS Rice Bowl print materials before/after event</li> </ul>
<p>One week post - event</p>	<ul style="list-style-type: none"> <li>● Share/post provided “Speaker Thank You” videos available at <a href="http://crsricebowl.org/speakers">crsricebowl.org/speakers</a></li> <li>● Post event recaps/reflections on social media, blogs, etc.</li> <li>● Distribute memes available at <a href="http://crsricebowl.org/speakers">crsricebowl.org/speakers</a></li> </ul>