



A Cru Ministry

Did you know...

- ...anywhere from 30% - 60% of couples in an average church are experiencing significant marital issues at any given time?
- ...the average person knows at least 3 couples who are experiencing significant trouble in their marriage and family at any given time?
- ...the average couple in crisis appears to be “fine” to the people around them?

BUT, did you also know...

- ...**70% - 80%** of couples who attend a Weekend to Remember do so because someone cared enough to invite them?
- ...if you don't reach out to the couples around you, including your own family and friends, the unfortunate reality is that no one else will?
- ...96% of Weekend to Remember guests would recommend the Getaway to others, and that **more than 11,000** people recommit their marriages and families to the Lord there every year?

Your invitation may be what the Lord uses to change a life, a marriage, or a family... for eternity.

STEP 1: CHOOSE YOUR PLAN

Every person that the Lord works through to make a difference in other marriages has this in common: they are prayerful and intentional in their invitations. Begin by deciding how the Lord would have you to invite others.

Church + Community + Personal Focus

Under this plan, folks invite pretty much everywhere: church, work, neighbors, family, the community, and on social media such as Facebook and email. The greatest emphasis, however, is in their church.

Church + Personal Focus

Folks pursuing this invitation plan focus on their church, but they do so very purposefully, just like the first group. They also do personal, one-to-one invitations, and make intentional use of social media and email. This is the biggest group.

Personal Focus

Some people are not able to invite the couples in their church, but still have a desire to make a difference in marriages and families. So they make a list of at least 25 couples and commit to personally inviting them, either by phone or in person. Like the first two groups, these folks also make sure to regularly incorporate invitations through social media and email.



STEP 2: DOWNLOAD AND ORDER FREE INVITATION TOOLS AND BEGIN INVITING

Visit www.familylife.com/promo to download and order FREE tools that you can use to invite others, including Weekend to Remember brochures and holders, posters, bulletin inserts and flyers, a DVD with video previews and clips, and much more. Then, just turn this over to find a wealth of suggestions to implement your own personal invitation plan.

How to Invite in Your Church

- **Familiarize yourself with the Weekend to Remember brochure** - It answers most common questions and will serve as your best tool to invite other.
- **Meet with your pastor(s)** - Set up a time to secure their approval, invite them to attend (for free with a pastor's scholarship), and to discuss implementing the suggestions below. If they do not support church-wide invitations, ask them what would be permissible, for example inviting in Sunday School classes or small groups.
- **Involve others** - If you attend a large church with multiple services, invite some friends to partner with you to invite your church family.
- **Put up posters** - On all church bulletin boards, over urinals in men's rooms, and on the inside of stall doors in the lady's rooms.
- **Utilize brochures** - Place brochures on all information desks and/or welcome centers, and in restrooms.
- **Make the most of bulletins** - Have bulletin announcements run weekly starting 7 weeks prior to the event. Print inserts for bulletins to be included 7, 5, and 3 weeks prior to the event.
- **Make announcements** - From the pulpit, to adult Sunday School classes, and to small groups, 7, 5, and 3 weeks prior to the event.
- **Play video clips** - Include an invitational video clip before each worship service 7, 5, and 3 weeks prior to the event.
- **Digital outreach** - Add invitations to the church website and Facebook page.
- **Personal invitation** - Personally invite couples one-on-one.
- **Host an information/registration table** - From 4 weeks because the Weekend until the Weekend itself - this is CRITICAL to effectively impacting the couples in your church.

NOTE: If you take registrations, we advise that you do not handle the money. Provide laptops where couples can register themselves, and paper forms that they can fill out, along with pre-addressed and stamped envelopes that couples can use to mail in the registration.

How to Invite in Your Community

- **Neighbors** - Deliver flyers to everyone in your neighborhood, and personally invite your immediate neighbors.
- **Workplace** - With permissions, put up posters where you work and make brochures available to co-workers. Also extend personal invitations.
- **Groups You Belong to** - Invite fellow members and parents of groups you belong to, such as the PTA, little league, Bible study groups, chambers of commerce, and Rotary Club.
- **Businesses You Frequent** - Leave brochures with your group name at the hair salon, dentist's office, doctor's office, and gym. When you eat out, leave a brochure with your tip.
- **Local Christian Businesses** - Visit owners and ask them to invite their customers by setting out brochures and posters.
- **Display Booth** - Host an information table at a community or church fair, local Christian events, prayer breakfasts, and concerts.

How to Invite Personally

- **Brainstorm** a list of married people you know personally. Include family, friends, neighbors, co-workers, parents of your children's friends, and folks who are in any type of group with you. Since there are Getaways all over the country, include folks you know from other areas.
- **Pray** over your list, and commit to personally inviting **at least 25** of them to attend a Getaway. Make sure the invitation is delivered either **over the phone or in person**, not by text, email, or messaging... only 1% of people respond to email invitations, but 40% respond to face-to-face invitations.
- **Social Media** - Share about the event through your social networks such as Facebook, Twitter, Instagram, and Tumblr.
- **Personal Story** - Make sure to share your own story of how the Weekend to Remember impacted your marriage and family.