

# Young Adult Ministry Promotion and Outreach Worksheet

Answer these questions to guide your young adult ministry promotion and outreach.

Assess what's going on:

- How much time can I dedicate to outreach and promotion?  
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- What's the young adult ministry budget?  
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- Which sub-groups of young adults am I hoping to work with? See "Mapping Our Ministry for Promotion and Outreach" handout.  
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Survey young adults and ask:

- Which tools have already been successful in reaching the young adults in our parish? Which ones have not worked?  
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- Which additional tools might be the most successful for reaching young adults, especially the sub-groups we have prioritized?  
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- Who has expertise in using the promotional tools we're considering?  
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- How much time can you commit to helping with the promotional and outreach strategy?  
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Learn the skills you need and find people to help:

- What do I need to learn before starting? Is there someone on the team who knows:
  - How to get an announcement into the church bulletin?  
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  - What the policy is for pulpit announcements? Who can make them, is there a deadline for contacting parish staff ahead of time?  
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  - How to get contact information for networking – local campus ministers, parish marriage and baptismal prep leaders, diocesan young adult ministry leaders, those who manage the parish database/ mailing lists?  
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  - How to use the technology/social media we've chosen?  
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Getting things started:

- What is the timeline for our promotion plan? What kinds of results can we reasonably expect?

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- How will we assess whether or not our promotional expectations have been met?

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Assess how things are going:

- Did we meet the expectations we established for our promotional plan? Were our expectations reasonable? Why or why not?

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- What promotional tools were effective? Which were not?

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- How might we re-prioritize our marketing strategy based on what we've seen?

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- How has our ministry programming offered participants an experience of hospitality compared to the message of invitation we extended in our promotional materials?

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- How have we affirmed those who have shared their gifts when planning and executing our outreach strategy? How have we asked for their feedback?

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