

COMMUNICATION TIPS FOR PROMOTING YOUR CIY EVENT

1. Start Early

Parents like to plan ahead. Announce your trip at least 3-6 months in advance and mention it multiple times. Include it in church announcements, bulletins, emails, and social posts as early as possible.

2. Repeat, Repeat, Repeat

People need to hear things more than once. Don't be afraid to send multiple reminders across different platforms (email, text, social, printed flyers, etc.).

3. Use Multiple Channels

Reach parents where they already are:

- ☐ Email for detailed info
- ☐ Text for quick reminders and upcoming deadlines
- ☐ Social media for visuals and broad awareness
- ☐ In-person meetings for Q&A and clarity

4. Highlight the Why, Not Just the What

Don't just share dates and details—share the impact. Use language like:

- ☐ “Life-changing experience”
- ☐ “A chance to encounter God in a fresh way”
- ☐ “Build deep friendships and lasting memories.”

You could also share past student or leader testimonials to help explain the real-life impact of time at an event.

5. Use Visuals

Post a photo from last year's trip, a CIY promo video, or even a countdown graphic. Visuals grab attention and create excitement. They're also shareable to generate greater buy-in.

6. Create Urgency

Use early-bird deadlines, limited spots, or payment deadlines to encourage timely sign-ups:

- ☐ “Spots are filling up fast!”
- ☐ “Save your spot with a \$50 deposit by [date].”

7. Keep Info Accessible

Make it easy to find registration and event info. Consider:

- ☐ A dedicated page or post on your church website
- ☐ A printed handout or info packet
- ☐ A QR code linking to the sign-up form

8. Follow Up with Registered Families

After a student registers, send a confirmation and let parents know what to expect next (payment info, packing list, etc.). This builds trust and reduces confusion.

9. Involve Students

Let students help promote the event! Have them share their excitement by speaking during youth group or posting on social media.

10. Be Available

Make sure parents know how to contact you with questions. Consider hosting a short info meeting before your trip.