



NATIONAL
**Eucharistic
Congress**

Marketing Kit

I. Brochure

The 2-page brochure has all the information parishioners will need when considering their attendance.

Printed Brochures

The brochure printed on both sides is a great document to leave on a table at the back of Churches or at the end of pews for people to take home with them. We also recommend bringing it to diocesan or parish events to help get the word out.

Helpful Hint: Consider printing the brochure on two sheets of paper and hanging them up on a bulletin board side by side!

Digital Distribution

If your diocese has a digital newsletter, simply attach the PDF to one of your mailings. Alternatively, if you have an automated mail distribution system, you can insert the PDF as a link, perhaps in a letter from the Bishop.

II. Bulletin Advertisements

As part of your NEC marketing kit, you have access to a full-page ad and a classified ad both with a QR code linking to the full brochure.

Helpful Hint: Try placing the full page ad in the bulletin once a month and the classified ad every other week. When advertising is run too frequently, it starts blending into the paper. Running at these time intervals will make parishioners take a second look!

III. Social Media Graphics

Many in your diocese are active on social media including Facebook, Instagram, and Twitter. To assist you with a social media strategy, we've prepared FOUR graphics that you can post on any platform.

These graphics are provided in Canva, an easy-to-use graphic design website. All the designs have been set, you have the opportunity to update verbiage and photos. The website is free to use, and there are plenty of helpful videos get you started!

Intro Graphic: used in Call to Action posts to drive bookings

Themed Day: used to highlight what each day will focus on at the NEC

Helpful Hint: Consider using this graphic during the Congress too and have a virtual pilgrimage with parishioners who weren't able to attend in person.

Infographic: used to share fun facts & highlight what a historic event this is

Text Post: used to share speaker announcements, bible passages, and announcement information

