

Florida Shares a Dynamic Inviting Idea

By Dick & Diane Baumbach

By way of introduction, we are the area leaders in Central Florida and wanted to let you know about a very unique inviting tool that is being used in the Southeast United States.

Dick (of Dick & Diane) works for a Catholic publishing company (Messner Publications) that produces church bulletins. Several weeks ago I asked the owner if he would consider placing WWME inviting and recruiting ads for free in church bulletins when there was empty space. His response was "Absolutely!"

As a result of there is now a growing number, at last count 37 churches, that are running the free WWME ads. FYI, the church bulletins are sold on an annual basis so the ads will be in the publications for at least a year. The cost savings for such ads is in the thousands of dollars and my most recent calculation is that the current cost would be about \$38,000 and growing.

Our suggestion is that couples throughout the United States ask their encountered priests who run parishes, ask the bulletin companies who produce their church bulletins (usually can find the name on the side or bottom of the bulletin with an 800 number), as well as anyone involved in the bulletin creation process, on how they can also obtain these free ads.

Generally speaking the ads are about the size of business cards. Also, what we do is run the national 1-800 number for all areas except Central Florida where we run our own registration number.

We suggest that the couple manning the national 1-800 number try to track how many couples might be coming from the church bulletin advertisements.

If anyone wants additional information they can contact us and we will try to assist them in the continuing inviting and recruiting efforts of our beloved movement.

Love

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DQ: When was the last time I/we hosted or attended an inviting event for WWME?
HDIFAT?