

Parish Promotion Guide – How to Save a Life

Thank You for Your Interest

Thank you for your interest in promoting the How to Save a Life documentary within your parish community. We are grateful for your willingness to support this important message and hope the ideas below provide practical, easy-to-implement ways to engage parishioners and spark meaningful conversation.

What follows is a summary of the approaches our parish used successfully. These can be adapted based on your parish size, resources, and liturgical norms.

Promotion Ideas We Utilized

1. Parish Bulletin Announcement

We included a short, clear bulletin announcement in the weeks leading up to the showing. This helped build awareness and legitimacy through consistent exposure.

Tip: Run the announcement at least two consecutive weekends for best visibility.

(Sample bulletin announcement attached separately.)

2. Pre-Mass Slides

A simple pre-mass slide was displayed before each Mass during the promotion window. This was especially effective for reaching parishioners who may not read the bulletin closely.

Tip: Keep slides visually clean with minimal text and a clear call to action.

(Sample slide attached separately.)

3. Verbal Announcement at the End of Mass

A brief announcement was made at the conclusion of Mass to personally invite parishioners to attend. This added a human touch and reinforced the importance of the event.

Sample Announcement:

How to Save a Life is a powerful documentary that follows the journey of two University of Tampa students faced with a life-altering decision after a positive pregnancy test. While those around them encouraged a different path, everything changed after hearing a testimony about lost fatherhood and the redemptive power of God's unconditional love and mercy.

Inspired by that testimony, they chose life. Their story offers hope to Millennials and Gen Z and speaks to faith, sacrifice, and God's grace. We invite you to join us for this meaningful event.

(Verbiage can be adjusted to fit parish tone and time constraints.)

4. Ministry Resource Page Request

All announcements and promotional requests were formally submitted through the parish Ministry Resource page. This ensured alignment with parish communications and avoided last-minute confusion.

Tip: Submit requests early and follow up if needed.

5. Information Table

An information table was set up after Masses to engage parishioners directly, answer questions, and provide take-home materials.

Items included:

- Event details and handouts
- Pro-life literature
- Personal invitations and conversation

Tip: Staff the table with welcoming volunteers who are prepared to speak compassionately.

6. Banner Display

A large banner (15 ft x 4 ft) was displayed in a high-traffic area of the parish campus. This created visibility beyond Mass times.

(Sample banner design attached separately.)

7. Handouts

Printed handouts were handed to parishioners at exits as they left mass. The team said something like, “How to Save a Life – powerful documentary on YouTube, take a look.” We utilized LifeTeens at teen mass.

(Sample handout attached separately.)

Final Encouragement

Every parish is different. Even implementing just a few of these ideas can make a meaningful impact. The most effective element we found was consistency—multiple touchpoints, delivered with clarity and compassion.

Thank you again for your interest and for your commitment to sharing a message of hope, mercy, and life.