

## Promoting Your Care Group (Building Community)

### Workshop 1

*How can Co-Ordinators meetings promote Care Groups?*

*What role can Co-Ordinators play in promoting Care Groups?*

Commence meetings with a prayer  
Document the outcomes of meetings with minutes  
Use meetings to develop relationships with other parish groups (for example SVDP, refugee support groups). Invite representatives from these groups to attend Co-Ordinators meetings.  
Invite volunteers to Co-Ordinators meetings  
Personal communication and invitation  
Organise regular promotions of the care group in the parish bulletin  
Promotion in schools (e.g. presentation to P&F, Parish RE out of school programme)  
Actively sharing information through word-of-mouth by telling people what you do (e.g. "I volunteer for ... I Co-Ordinate for ..."). Promote the program through word-of-mouth (personal contact).  
Carry Care Group leaflets with you in your handbag and car  
Morning tea after Sunday Masses  
Network with other care groups in your region  
Occasionally present a short (2 minute) talk at Masses  
Thanksgiving Mass  
Organise gatherings for volunteers  
Explore with Parish Priest evangelising potential of the Care Group  
Communication (is the key)  
Organise a permanent notice for the Church bulletin  
Ensure updated information is displayed on the parish notice board  
Write a summary of the years operations for the Parish booklet  
Shared supper with Co-Ordinators and their spouses  
Communicate with new parishioners (welcome them)  
Co-Ordinators take on leadership and responsibility and become a positive role model and source of encouragement for others within the parish community  
Be flexible and prepared for change  
Occasionally gather a few volunteers to informally show appreciation thanks and affirmation for the work they undertake  
Brain storm with selected volunteers  
Emphasise short term crisis care nature of the objectives of the care group  
Communicate with past recipients of help; they may be waiting for an invitation to volunteer  
Organise for brochures to be distributed outside the church e.g. doctors' surgeries, funeral parlours etc.  
Promote among friends

## Workshop 2

### *How can Care Groups be promoted among Volunteers?*

Word-of-mouth

Encouragement

Communicate “what's going on in the Care Group” especially accomplishments

Notice in the Parish bulletin (keeping people informed)

Annual recommitment for volunteers

Annual commissioning Mass with blessing for Co-Ordinators and Volunteers

Induction pack for Volunteers

Newsletter particularly with areas of major demand

Thanksgiving Mass and Social gathering (bring a friend who might want to volunteer)

Ask volunteers to encourage others to volunteer

If possible ensure all Volunteers are asked to undertake a least one job during the year

Contact Volunteers who have not completed a job to acknowledge appreciation for volunteering

Promote positive interaction between volunteers

Promote among friends

Encourage volunteers to look for work and new volunteers

Nominal reimbursement for fuel for repeated long distance transport

## Workshop 3

### *Name some other activities that can promote your Care Group*

Meet new parents entering school and provide them with an information pack

Creation of badges, bumper stickers, T-shirts

Periodic Information Stall in Church foyer

Set up a Stall at local events for example School fete, Local Council Spring Festival,

Advertise in the public notices section of the local paper

Advertise on Sonshine radio

Bereavement Support Group

Car rally

Raffles

Book club

Movie night

Karaoke night

Social gathering (e.g. dance, BBQ)

Fund raising for the parish (e.g. Ball, dinner dance, Dutch auction, Quiz night)

## Workshop 4

### *Name some Publications that would be useful in promoting your Care Group*

Material should focus on the short term emergency care nature of the Care Groups work and that “we are ordinary people helping other ordinary people with ordinary tasks”

Parish bulletin

Care Group brochure, leaflet, and flyer (in Church foyer and for wider distribution)

Poster for Church foyer, school including pre-school, local library, local shopping centre

Newsletter, circular

Bookmark

Prayer card

Ensure Care Group motto and logo is on all Care Group invitations and publications

Banner

Welcome information pack for new parishioners

Information pack for Parish RE after school program parents

Information leaflets for welfare groups and health-care clinics

Parish (or AGM) booklet

Photographs of Care Group events

Information message (on hold) on parish telephone system

Parish website

School newsletter

Article for Discovery and Record

Community notice boards

Community paper

Local government information book

Information leaflet for citizens' advice bureau

See also information from slides