

2018
STEUBENVILLE
CONFERENCES

AMBASSADOR
SUCCESS PLAN

THANK YOU

FOR CHOOSING TO SERVE THE CHURCH AS AN **AMBASSADOR** FOR THE **STEUBENVILLE CONFERENCES.**

Our greatest desire is to send forth grace-filled disciples willing to help renew and strengthen the Church by helping their fellow Catholics encounter the truth and love of Jesus Christ at a Steubenville Conference.

The work of building the Church has always been accomplished by Spirit-filled disciples who are willing to lay down their lives in love and service. Completing your mission will require a good deal of effort. We are committed to providing you all the tools and support you need to help fulfill your mission. This document contains a path for you to follow that will greatly enhance your efforts.

THE WORK OF BUILDING THE CHURCH HAS ALWAYS BEEN ACCOMPLISHED BY **SPIRIT-FILLED DISCIPLES**

ENROLL AS AN AMBASSADOR

The first step is to go to the Ambassador Page at www.steubenvilleconferences.com and enroll in the Ambassador Program. Once you enroll, you will receive resources, encouragement, news about special incentives, and be assigned a personal coach who will help you with every phase of your mission.

CREATE A CORE

When Jesus sent out His disciples, He sent them out in pairs. Why? Two are always better than one. Having partners in this effort gives you others to pray with, be accountable to, offer encouragement and support, brainstorm ideas, and help carry the load. Creating a team of people to help you build your group will make the task much easier and enjoyable.

If you desire to bring 50 people to Steubenville with you, do not think about finding 50 people to ask. Think about the 10 people you will recruit who will then help invite 5 each. By recruiting and nurturing a team of 10, bringing a group of 50 becomes achievable.

ASK GOD FOR A VISION

This is more than setting a goal for the number of people you want to invite. It is about asking God to show you what would happen in the lives of individuals and your parish if people came more alive in their faith. Vision drives effort and keeps us focused even when things are challenging. Pray with your core about this vision and write it down.

CREATE A LIST OF CONTACTS

If you have a goal of bringing 20 people to a conference with you this summer, you may have to ask well over 100 people. Building a list of people to ask will take a good deal of creativity. Here are some potential places to seek:

- » Members of established Prayer Groups, Bible Studies, Discipleship Groups, Men's and Women's Ministries.
- » Pastoral Council, Finance Council, and Parish Staff
- » Family members, friends, fellow Parishioners
- » Ask your Pastor for names.
- » Ask other parish leaders for names.
- » Reach out to neighboring parishes for names and other parish partners.
- » Reach out to diocesan leaders for names.

EQUIP AND ENCOURAGE YOUR CORE

We have an Ambassador Toolkit that includes scripts, tips, and other tools to strengthen the process of inviting people. Review these resources with your core, practice inviting one another, practice sharing your testimony.

Be sure that:

- » Everyone has at least 10 invite cards.
- » You invite your core to attend Ambassador webinars – details on the ambassador page.
- » Everyone has talking points regarding the conference.

It is important to ask everyone who says “yes” to come to recommend at least 5 or even 10 other people they know who you could invite. Everyone knows people who would benefit from a faith-building weekend.

WAYS TO SHARE ABOUT THE CONFERENCE

- » Parish Bulletin/Newsletter
- » Parish Bulletin Board
- » Parish Social Media Channels
- » Personal Social Media Channels

- » Diocesan Website
- » Attend meetings of other ministries
- » Email
- » Personal Ask



CREATE A TIMELINE / PLAN

We have some milestone incentives built into the Ambassador process, but it best to have your own well-developed plan if you are hoping to reach your goal.

You cannot always control how people will sign up, but there are certain activities that you can do that will help people make up their minds. These are the activities that you should have weekly goals for. Some examples might include:

- Send 10 emails each week
- Make 10 calls each week
- Post on Social Media once a week.
- Attend a ministry meeting each month to network with other disciples.
- Have coffee with a prospect once a week.
- Host and Prayer and Share night to meet people, talk about the conference, build community.

Create mini-goals – If your goal is 50 people, then have a goal of inviting and registering 8 people a month. IF you have a team of ten doing the inviting, then it becomes much easier.



BEGIN BUILDING YOUR GROUP



All other efforts you put forth in your attempts to build your group come down to the personal ask. Faith is a very personal decision. People are often timid or unsure about trying something that takes them out of their comfort zone. You are not trying to sell a conference, you are trying to accompany them on their spiritual journey and lead them to a deeper relationship with Christ and the Church. That requires an authentic relationship.

If people trust you and they know you genuinely care about them, they will be open to your invitation.

Many people are also waiting for someone to come along and help them. I think of the paralyzed man who was lowered through the roof by his friends so he could be near Jesus. He could not get there on his own. He needed the care and support of his friends. He trusted them as he was lowered down on his mat. We can be the friends whose love and service makes all the difference to someone who might not make it to Steubenville on their own.

INVEST TIME WEEKLY IN THE RELATIONSHIPS.

PROPOSED TIMELINE FOR AMBASSADOR GROUP BUILDING

SEPTEMBER

- » Enroll in the 2018 Ambassador Program.
- » Request Ambassador Tools (Fliers, Invite Cards, Ambassador Toolkit).
- » Begin recruiting Core Team.

OCTOBER

- » Meet with your Core Team.
- » Set up prayer commitments/schedule.
- » Pray for vision.
 - » Set goals.
 - » Weekly goals – number of people each person on your core team will ask each week.
 - » Begin brainstorming potential invites and sources for names.
 - » Watch “Sharing Your Faith” Videos
- » Have Core Team attend the Ambassador Webinar.
- » Weekly Facebook posts on Facebook and other social media channels
- » Invite your contacts to sign up for e-spirations and Steubenville Conference emails.
- » Get five people recruited and ready to sign up the first week that registration opens.
- » Bulletin Announcement about registration opening.
- » Fliers put up in Church
- » Set up appointments with ministry leaders, etc. to develop expanded contact list.
- » Weekly Facebook posts on Facebook and other social media channels

NOVEMBER

- » Make sure five people from your core register the first week that registration opens.
- » Host an evening of fellowship and prayer and invite people to join you for the conference.
- » Meet with your Core Team for prayer, support and strategy.
- » Weekly Facebook posts on Facebook and other social media channels

DECEMBER

- » Have half your group registered before Christmas.
- » Host an Advent night of prayer – invite attendees to come to the conference with you.
- » Meet with your Core Team for prayer, support and strategy.
- » Weekly Facebook posts on Facebook and other social media channels

PROPOSED TIMELINE FOR AMBASSADOR GROUP BUILDING

JANUARY

- » Meet with your Core Team.
- » Review strategy.
- » Refresh/Expand contact list.
- » Set weekly goals for prayer and inviting.
- » Attend meetings of other ministries.

FEBRUARY

- » Meet with your Core Team.
- » Review strategy.
- » Refresh/Expand contact list.
- » Set weekly goals for prayer and inviting.
- » Attend meetings of other ministries.
- » Nurture those you have invited but haven't registered.

MARCH

- » Meet with your Core Team.
- » Review strategy.
- » Refresh/Expand contact list.
- » Set weekly goals for prayer and inviting.
- » Attend meetings of other ministries.
- » Nurture those you have invited but haven't registered.

APRIL

- » Meet with your Core Team.
- » Make sure everyone is registered before the Early Bird Deadline.
- » Host a meeting for everyone going on your trip to pray and share fellowship.
- » Review strategy.
- » Refresh/Expand contact list.
- » Nurture those you have invited but haven't registered.

MAY

- » Meet with your Core Team.
- » Review strategy.
- » Refresh/Expand contact list.
- » Set weekly goals for prayer and inviting.
- » Host a meeting for everyone going on your trip to pray and share fellowship.
- » Attend meetings of other ministries.

"GO, REBUILD MY CHURCH"



Jesus gave St. Francis the mission to "Go, rebuild My Church." That is the mission of Steubenville Conferences. We invite you to share our mission by helping us spread the word about our outreach and inviting people to have their own life-changing encounter with Jesus at one of our dynamic conferences.

FOR MORE RESOURCES:

STEUBENVILLECONFERENCES.COM/AMBASSADOR



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