

# AMBASSADOR SUCCESS PLAN



STEBENVILLE CONFERENCES  
**AMBASSADOR**



*2023 Steubenville Adult Conferences*

# Introduction – Ambassador

Every summer, thousands of Catholics have their faith strengthened and lives changed through a renewed encounter with the love of Jesus Christ and the power of the Holy Spirit at a Steubenville Conference. For some it was the worship that moved them, others Adoration, and still others the inspired preaching and teaching of the best evangelists, apologists, and theologians the Catholic Church has today. We rejoice in the faithful love of Jesus who continues to pour out His grace in abundance at Steubenville Conferences.

We invite you to join us in evangelizing, equipping, and empowering God’s children to become radical and joyful disciples. Do so by becoming a **Steubenville Conference Ambassador** - bringing family and friends to a Steubenville Conference of your choice.

As you pray through being an Ambassador or Core-Team Member, think about the life-changing experience you had at a Steubenville Conference and how your faith journey has been different since. Think about your friends and family, and all those with whom you’d like to share that experience.

This document walks you through the simple process of being an Ambassador. Your coach is available to help in any way you may need.

# Step 1: Pick a Partner

From Scripture, we learn that it's better to do things in twos. As such, we suggest you invite a partner to be an Ambassador with you. It could be your spouse, a fellow parishioner, or prayer group member. The best person is someone who has come to a Steubenville Conference and/or is absolutely on fire for their faith. Please pray about and list some candidates.

Possible Candidates:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Remember Christ sent out his disciples in pairs of two. We strongly encourage inviting someone to walk with you! Please invite all on your list and see who says yes.

# Step 2: Create a List of Contacts

*All of us know more people than we think. And those people know additional people, all yearning for the unconditional love of Christ, whether they know it or not.*

## CREATE A LIST OF POTENTIAL INVITEES

Those within your parish or neighboring parishes

- Members of established prayer groups
- Bible studies
- Discipleship groups
- Men's and women's ministries
- Pastoral council
- Finance council
- Parish staff
- Fellow parishioners

Those outside your parish or neighboring parishes

- Family
- Friends
- People at work
- Parents of your children's friends
- Volunteer organizations
- People you know through various activities

Please take this process to prayer and create the list without prejudice. To start, just list everyone you know. If your list exceeds 50 people, don't be surprised and don't worry! Your Ambassador coach will help you walk through how to invite those within your circle of influence.

## Step 3: Preparing to Invite People to the Conference

*Ask yourself the following questions and write down your answers so you can return to them.*

**What about the Steubenville Conferences impacted you the most?**

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**Why have you chosen to be an Ambassador?**

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### THE PERSONAL ASK

**There is nothing like the personal ask**, especially with family, friends, and friends of friends.

**You are not trying to sell them on a conference but are accompanying them on their spiritual journey and to a deeper relationship with Christ and his Church.**

Here are a few things to keep in mind as you seek to accompany your guests:

- **Pray before you ask:** Pray for the person and your conversation before making the invitation.
- **Make it invitational:** Be friendly, sharing your journey and your experience at a Steubenville Conference.
- **Speak to their hearts:** Given your knowledge of where they are on their spiritual journey.
- **Be humble:** We can't change people, but God can. Accept people where they are.
- **Be gentle and patient:** As you build your group, put it in God's hands.
- **Always encourage and love those you invite.**
- **Ask for referrals.** Whenever you invite someone, be sure to ask them who they know who might be interested (spouse, children, siblings, friends), especially if they say yes. Even if they say "no," they might be willing to recommend others.

### YOUR OWN TESTIMONY

*Your personal experiences of faith and of the conference will make a world of difference when you approach others and begin a conversation about inviting them to join your group. The Lord has equipped you with everything you could need!*

Below is a simple “script” you can use to get the conversation started. You can use the red text to insert your own struggles, experiences, and gifts, or otherwise adapt it to make it your own.

“I want to invite you to join me for a life changing encounter with the love of Jesus at the [name of conference; i.e. Power and Purpose] conference. When I went, I was struggling with [describe personal struggle] and hungry for [more peace and joy] in my life and this conference renewed [my heart and strengthened my faith]. If you are feeling overwhelmed, isolated, or would like to grow in faith and be around like-minded people, I’d invite you to join me. I just said its life changing and it is. You’ll find peace and joy you’ve never experienced before.

## BENEFITS OF A STEUBENVILLE CONFERENCE

### **Benefits for Individuals**

- Experiencing the love of Christ
- A deeper awareness of God’s presence
- The joy of the Gospel
- Practical training and the courage to share the faith
- A renewed spirit
- Peace, joy, and fulfillment

### **Benefits for Parishes**

- Enlivened Faith
- Awakened Community
- Individuals equipped to lead in the faith
- Committed parishioners
- Joyful parish
- More engaged believers

## What is a Steubenville Conference?

People are sometimes not familiar with what the Steubenville Conferences are and what they have to offer. Here are a couple of points to help you describe the experience.

### EVERY STEUBENVILLE CONFERENCE FEATURES:

- The best of the best speakers and musicians who are typically not available for local or diocesan events. Participants are assured to receive a variety of good, relevant, and passionate presentations.
- The opportunity to experience the beauty and spirit of Franciscan University’s campus and be served by its loving and faith-filled students.
- Liturgies that are celebrated in a way you’ve never experienced
- Dynamic praise and worship that draws the heart into the presence of God and makes the liturgy come alive.
- Personal encounters with Christ in the sacraments, especially Eucharistic Adoration and the Sacrament of Reconciliation.
- The opportunity for fellowship with Catholics from across North America (and even around the world) who share the same hunger and love for Christ and his Church.

## Step 4: Setting Goals and Creating a Schedule

### CREATING A GOAL

Many Ambassadors strive to bring 20. Others have brought a bus load. Some bring 5-10.

What is the goal for you? What has our Lord put on your heart?

How many will you and your partner aim to bring? \_\_\_\_\_

How many will your core team bring (if you have one)? \_\_\_\_\_

## MONTHLY GOALS

It's helpful to set a schedule.

How many "asks" will you make in a week? \_\_\_\_\_

Number of "asks" for each month

January \_\_\_\_\_

February \_\_\_\_\_

March \_\_\_\_\_

April \_\_\_\_\_

May \_\_\_\_\_

How many meetings of other ministries will you attend each month to increase awareness?

- Meetings to attend per month: \_\_\_\_\_

What are the milestones you'd like to hit? How many people do you want to recruit by what dates?

*Remember to consider the milestone rewards.*

- Number of People \_\_\_\_\_ by (date) \_\_\_\_\_
- Number of People \_\_\_\_\_ by (date) \_\_\_\_\_
- Number of People \_\_\_\_\_ by (date) \_\_\_\_\_

Number of People \_\_\_\_\_ by (date) \_\_\_\_\_

## Step 5: Making the Ask & Tracking Commitments

*Using your Contact List, track your engagement with your invitees.*

- Start making invitations using your prospect list and the things you developed in steps 3 and 4.
- Once you have invited someone, indicate that they have been invited (Invited Date).
- When someone agrees to join you for the conference, put a "yes" next to their name and provide them with their registration code.
- Ask them when they intend on registering for the conference... and then follow up to check if they did. Ask if there is any way you can help them (Plan to register date)
- Refer to the Registration Reports: confirm who has registered, placing a yes in the "Registered" column.
  - Upon registering for the conference, you will receive instructions on how to access these Registration Reports.
  - These reports will detail who from your group has registered.

- Access the login page for these reports via the Ambassador Portal or your Registration Confirmation email.

## Step 6: Other Ways to Promote

### GETTING THE WORD OUT

*Remember that there is nothing more powerful than the personal ask. But begin to brainstorm how you can raise awareness about the conference to prepare people for when you invite them. See the Media Kit located on the Ambassador Portal for help with this. Some ideas are:*

- *Flier on the bulletin board at your parish*
- *Parish Bulletin/Newsletter announcement*
- *Pulpit announcement*
- *Parish/personal social media posts*
- *Diocesan website*
- *Visit meetings for various ministries at your parish*
- *Emails and phone calls*

## APPENDIX A: SAMPLE TIMELINE

### JANUARY

- Enroll as a Steubenville Conference Ambassador and receive access to all the resources created for you.
- Invite a partner to be an Ambassador with you
- Print and complete the Ambassador Success Plan
- Get your Ambassador group code from your Ambassador Coach
- Make your list of contacts
- Create a core team, if that helps you to expand efforts and make it a more communal experience
- Attend our Webinar/Zoom Calls: *Register and find further details on the Ambassador Portal.*
- Begin making connections with various groups within your parish/diocese and tell them about your plan to bring a group to a Steubenville Conference.
- Begin awareness campaigns. Using the resources listed previously, begin to spread the word about the conference and your desire to bring a group with you.
- Register for the conference using your Ambassador Group Code.
- Remind those you're inviting that **registration opens January 30<sup>th</sup>!**
- Continue adding to your list of people and organizations to target
- Begin inviting people

### FEBRUARY

- Continue inviting people personally – there is nothing as effective.
- Consider making an announcement after Mass sometime and being present after Mass for questions and more information.
- Begin using the Media Kit – *always remember to include your Ambassador Group Code.*
  - Post an announcement in the bulletin

- Print invite cards (*request from your Ambassador Coach if needed*)
- Post flyers on bulletin boards
- Social media posts using your personal and/or parish accounts (Facebook, Instagram, Twitter)
- Attend our Webinar/Zoom Calls: *Register and find further details on the Ambassador Portal.*
- Continue adding to your list of people and organizations to target
- Meet with your Ambassador coach

## MARCH

- Early Bird discount ends March 31<sup>st</sup>! Remind your group to get \$20 off registration.
- Send the [link to register](#) and [your Ambassador Group Code](#) to anyone who has already committed to attending with your group (*reference Media Kit text for help drafting emails*)
- Optional: Meet with your Core Team, remind them to register, begin meeting with them regularly.
- Meet with your Ambassador coach

## APRIL

- Continue inviting people personally – there is nothing as effective.
- Check in with your Ambassador coach to make sure you're all set for your conference experience!
- Ask those who are in your group to invite one or two of their own friends to join them.
- Keep your calendars marked for exclusive webinar and zoom calls.
- Meet with your Ambassador partner to see how best you can serve your group.
- Meet with your Ambassador coach

## MAY

- Continue inviting people personally – there is nothing as effective.
- Meet with your group to prepare them for a faith-filled weekend.
- Remember to keep prayer at the center of your mission.
- Meet with your Ambassador coach

# APPENDIX B: CORE TEAM

## START SMALL

We strongly recommend having one person alongside you to help guide you, keep you accountable, and pray with and for you along this journey. Christ promised where two or more are gathered, there also will he be. Ask someone who is on fire for their faith or has experienced a Steubenville Conference before.

## FORMING A TEAM

*If you find that you have friends who share your passion for spreading the Gospel and the Steubenville Conferences, we encourage you to form a Core Team to help you recruit others to join your group, and to attend themselves. Don't worry about whether they will say "yes" or "no." Simply be willing to ask.*



**If you don't have anyone already interested, but want to create a Core Team, consider those who:**

- Have already attended a Steubenville Conference in the past
- Are gifted with conversational skills and can motivate others
- Know a lot of people (although all of us know more people than we think)
- Are very active in their faith and/or the parish

### CREATE A LIST OF POTENTIAL CORE TEAM MEMBERS

*We suggest naming at least 10 people – more if you'd like to end up with 10 members.*

1. _____	6. _____
2. _____	7. _____
3. _____	8. _____
4. _____	9. _____
5. _____	10. _____

### LEAD YOUR CORE TEAM

- Pray for them individually on their journeys and their efforts in inviting people
- Have an initial meeting, where you will:
  - Pray together
  - Share your Steubenville Conference experience
  - Walk them through the resources and provide them the Core Team Worksheet
  - Encourage them in establishing their own lists and plans
- Schedule regular meetings (*maybe grab coffee 1x per month*)
  - Ask for feedback, brainstorm ideas, and engage in fellowship.
  - Meet for prayer (Eucharistic Adoration is an excellent choice)
  - Refer to the goals they set on their Core Team worksheet.
  - Encourage your in their prayer commitments for those they invite.
- Encourage them to attend webinars with you **(see Webinar Schedule)**

## APPENDIX C: CONTACT LIST TEMPLATE

Priority	Name	Email	Phone