

Step 2: Promote

A. Promotional Resources

Resource	Ways to use...
Walk Promo Video	Play during your Walk Kick-off Sunday!
Patient Story Videos	Share during a church service and/or on your team page at CompassCareWalk.com
Baby Pictures (ZIP file)	Use in emails, your display table, and/or on your team page at CompassCareWalk.com
5.5x8.5 Flyer (printable PDF)	Hand-out at church and/or put on your display table
11x17 Poster (printable PDF)	Hang them on your church bulletin board
Digital Logos & Banners (ZIP file)	Use on the church website, in emails, and on social media
Bulletin Insert (printable PDF)	Insert into your church bulletin
Pledge Forms (printable PDF)	Record cash, checks, or pledges received
Walker Planning Guides (printable PDF)	Learn the why, what, and how of the Walk
Sample Announcements (printable PDF)	Use for live church announcements, emails, and bulletin announcements
Frequently Asked Questions (printable PDF)	Answers to the most common questions
SWAG (available at CompassCare's office)	Wear and use on the display table at your church, and keep as a gift after the Walk!
Invite Cards (available at CompassCare)	Hand-out to folks as a reminder they can hang on their fridge
Display Board (available at CompassCare)	Place on your display table

You can also visit compasscarecommunity.com/liaisons for digital copies of all of the above. Hard copies of many of these items are available at CompassCare's office.

B. For your presentation, remember to...

- Wear your CompassCare t-shirt
- Arrive early
- Test all equipment and A/V by playing the video(s), etc.
- Set-up your Walk display table
- Pray