

## **Appendix**

### **Additional Information for UCG Women's Enrichment Weekends**

#### **Facilities, Prices and Meals**

##### **Type of facility**

The type of facility depends on the area, what is available, the number of attendees expected and the wishes of the women. Facilities that have worked well have been: Conference centers and camps (both often in beautiful settings), B & Bs or inns, hotels and regular church facilities if available.

##### **Prices**

- Prices depend greatly on the facility used and the meal situation.
- A few congregations can use their own hall and prepare their own food so the cost per attendee is minimal. For those needing lodging, women can find their own accommodations or select one from a list provided. Often women open their homes to those needing a place to stay.
- Camps or conference centers often include their own meal service or a cafeteria.
- In some areas hotels or similar facilities are the only viable options and the most expensive. To receive a complimentary meeting room, or one with basic setup charges, the group generally has to meet minimum number for lodging and meals. A hotel that comes with a complimentary breakfast and suites that can easily accommodate four persons can be a good choice (such as Embassy Suites). Prices, depending upon facility and area, often range from \$145 - \$200 for two nights lodging double occupancy, including most meals and incidentals.
- Hotels or similar facilities often offer a "retreat" or nonprofit package, often with discounted lodging and meal prices. Ascertain what the varying prices would be for each attendee, depending on the number in the room, how many nights, number of meals, and include it in the promotional brochure or online information. Include a "day portion" rate which excludes lodging but includes meals and the per person estimate of incidental costs.
- When setting the registration price, consider other expenses above lodging and meal costs, including promotion (brochures, photocopying, postage), travel expenses for a guest speaker if applicable, supplies (folders, name tags, etc.), snacks, any mementoes, and unanticipated expenses. To save some photocopying and postage expenses, the organizers may consider emailing final information for those registered with email addresses.

##### **Registration Funds/Donations to Help Others in Financial Need**

Various Weekends have used different methods of handling registration funds:

- all payable at deadline time
- payment plan offered

- financial incentive for those paying early (or premium if payment is after the deadline).

Consider how to make it possible for women who want to attend but cannot afford the registration fee for the day portions (excluding lodging). Some options are: (1) assistance from the local congregation's budget; (2) donations requested in the brochure or promotional material (3) attendees paying for other women to be able to attend on a private basis.

### **Meals**

A certain number of meals are included in the registration price. Some Weekends have time slots for making one's own meal arrangements. This is especially true at a hotel where meals are expensive. For example, a group may have Saturday dinner together at the hotel but have the lunch-hour break free for snacks, relaxation, or eating at the hotel or nearby restaurant.

## **Service Projects and Activities**

### **Community Service Projects**

We should set examples of love and good works as lights to the world around us. Some Weekends have incorporated service projects in their schedule, working together to help others.

Some Women's Weekends have included a:

- Service project (Saturday evening or Sunday) such as making "no sew" fleece blankets for a developing nation or local shelter, assembling school kits for impoverished children or making health kit bags for people in need.
- Silent auction – with the funds received and separation donations to benefit Good Works, LifeNets or some specific cause
- Request for voluntary donations for a specific purpose – receiving donations without the time and effort of a silent auction.

### **Miscellaneous Activities**

- Sharing or "My Favorite Things"  
A favorite Saturday night activity among some Weekends has showcased the women's talents and hobbies, both verbally "on stage", and/or on tables displayed throughout the Weekend. (In some facilities security or space available is an issue.)
- Crafts  
Some women have enjoyed card making or other crafts as an activity, especially on a Saturday evening.
- Get-Acquainted Activities  
Women's Weekends often incorporate various get-acquainted activities, to encourage the ladies to get to know women they do not know. One successful idea was to provide each lady with half a scripture on a tag that could be placed around the neck and then try to find the woman with the other half – then get acquainted with her.

## Advertising and Promotion

### Promotion within geographical area

- Word of mouth recommendations. This is the some of the best promotion.
- Announcements in church bulletins in your area and on your local church website, preferably with an attached pdf copy of the brochure or information/schedule and a registration form.
- Pre-printed trifold brochure templates (with colorful border designs and enough space inside to add text on both sides). These are attractive, have enough space for the main information, can be printed from a home computer, are easy to distribute and generally have room for a tear-off registration form. (You can also order four-panel brochure templates but a printer is needed that could handle paper larger than 8 ½” x 11”). Some sources of these brochure templates are:

#### **Masterpiece Studios (Great Papers)**

Their trifold brochures are inexpensive (\$13.49 for 100 in 2012) but the selection is very limited. These selections can be purchased various paper supply stores, or online at [www.imageshoponline.com](http://www.imageshoponline.com) 888-747-7750. They may be able to send 5 free samples.

**Desktop Papers:** <http://desktoppapers.com> (a few more selections but slightly higher price)

**Idea Art:** [www.ideaart.com](http://www.ideaart.com) (800-433-2278). Over 100 selections, \$28 for 100 in 2012.

**Paper Direct:** [www.paperdirect.com](http://www.paperdirect.com) (800-272-7377). Hundreds of selections but more expensive -- \$32 for 100 in 2012)

Note that some of the above trifold brochure templates are prescored for easy folding; that is a plus.

- Custom designed brochure templates  
Instead of purchasing premade templates, one could design one's own brochure border, print them on a computer, and then add the inside text later. Please consider the cost of color ink vs. the cost of purchasing premade brochure templates.
- Custom printed brochures  
These would be probably cost-effective only if someone has design or printing capabilities at a low cost.

### Promotion beyond limited geographical area

- The website [www.womenofvalor.org](http://www.womenofvalor.org) is now a clearinghouse for information on upcoming Women's Enrichment Weekends in the United Church of God. We request

that the coordinators submit information requested (such as dates, theme, cost and brochure in pdf format if applicable) to Lisa Fenchel who is helping with Women's Services at the Home Office. Her email is: [lisa\\_fenchel.ucg.org](mailto:lisa_fenchel.ucg.org).

- The United News includes a calendar section to promote various church activities. You can add your Weekend information to that calendar. As well, after the event you may want to submit an article to the "Local Church Updates" section with photos if you want. These articles provide ideas to others and promote these Women's Enrichment Weekends. Any submissions to the United News require the approval of the local pastor.

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