

MICHIGAN CATHOLIC WOMEN'S CONFERENCE - 2023



Parish  
Ambassador  
Webinar

MAY 2023

# Agenda

- ▶ Welcome, Opening Prayer & Introductions
- ▶ Conference Mission & History
- ▶ 2023 Conference Theme & Dates
- ▶ 2023 Speakers
- ▶ Conference Overview
- ▶ Venue & Logistics
- ▶ Parish Ambassador Job Description
- ▶ Support and Key Contacts
- ▶ Questions & Answers

MICHIGAN CATHOLIC WOMEN'S CONFERENCE



# Quenched

YOU WILL BE LIKE A WELL-WATERED GARDEN

SATURDAY • OCTOBER 21

9AM-5PM • LANSING CENTER • LANSING, MI



# Opening prayer

## Prayer to the Holy Spirit

Come Holy Spirit, fill the hearts of your faithful  
and kindle in them the fire of your love

Send forth your Spirit and they shall be created  
and you shall renew the face of the Earth.

O God, who by the light of the Holy Spirit did  
instruct the hearts of the faithful, grant that by  
the same Holy Spirit, we may be truly wise and  
ever enjoy his consolations.

Through Christ our Lord. Amen.

# Meet the Conference Planning Team

## Planning Team – Name & Diocese

- ▶ Cheryl Quin – Lansing
- ▶ Tammy Graves – Grand Rapids
- ▶ Deb Amato – Lansing
- ▶ Kathie Janego – Lansing
- ▶ Bianca Murray – Lansing
- ▶ Krista Willertz – Saginaw
- ▶ Judy Trudeau – Lansing
- ▶ Karen Ervin – Archdiocese of Detroit
- ▶ Linda Kurncz – Grand Rapids
- ▶ Becky Loveland – Lansing
- ▶ Kathy Medich – Lansing
- ▶ Cynthia Larson – Grand Rapids
- ▶ Not Pictured: Bert Schomberger, Maddie Medich, and Marie Dyer – all Lansing



# Michigan Catholic Women's Conference

## ▶ Mission

- ▶ **Evangelize** – share the Good News of Jesus Christ with women in our state
- ▶ **Identity** – remind women that they are the daughters of the Most-High God - Father
- ▶ **Support** – provide women encouragement and spiritual support
- ▶ **Fellowship** - build-up families, parishes and communities in their walk with Jesus

## ▶ History

- ▶ In 2012, Bishop Boyea (Lansing) was asked to consider hosting a women's conference for the Lansing Diocese.
- ▶ Lansing has sponsored a yearly conference almost every year since then.
- ▶ Other diocese (AOD, Kalamazoo) have also had a history of diocesan-wide conferences.
- ▶ In 2021, the first state-wide Michigan Catholic Women's Conference was held and over 1000 women attended in both 2021 and 2022.

“Then the LORD will guide you always and satisfy your thirst in parched places, will give strength to your bones and you shall be like a watered garden, like a flowing spring whose waters never fail.”

ISAIAH 58:11



- God Desires to Meet Us He wants to meet us in the garden of our hearts so that he can tend to our souls. He will teach us, nurture us, heal us, restore us, grow and mature us as we embrace divine intimacy and abide in Him.
- We Need Jesus In this dry and weary land, our souls thirst for Jesus, the Living Water. The Son of God shines upon us, calling us to spend time with Him and soak in His radiance.
- Surrender to the Divine Gardener He plants the seeds of His word, pulls out the weeds, prunes what prevents good growth and feeds us with His Eucharist so we may produce the fruits of a virtuous life in Him.

# 2023 Conference Speakers



Lisa Brenninkmeyer

Founder & Chief Purpose Officer of Walking With Purpose; Recognized as a National Catholic Leader and presenter at the USCCB Convocation of Catholic Leaders



Sheri Wohlfert

Catholic wife, mom, speaker & teacher. Member of St. Mary Parish in Westphalia and teaches 6th grade at St. Mary Elementary School.



Karen Ervin

Consecrated Virgin, Leader of women's and youth retreats, Associate Director of Evangelization at Our Lady of Good Counsel in Plymouth



Fr. Dan Westermann

Pastor of St. John the Baptist in Ypsilanti; also serving Eastern Michigan University.

# 2023 Conference Emcee and Music Leader



Erin Looby Carlson

Director of Communications for the diocese of Saginaw, editor of "FAITH Saginaw" magazine



Melanie Rea

Singer/Songwriter from Michigan. Provider of music ministry in diocese of Lansing & AOD.



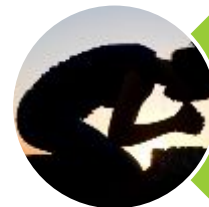
# Opportunities to build Faith & Spirit during the Conference



Mass



Adoration



Confession



Intercessory Prayer



Praise & Worship  
Music

# Opportunities for Fun at the Conference



Shopping



Lunch



Fellowship

# Registration Details

- ▶ Early Bird Registration until May 31
  - ▶ Early Bird Ticket = \$64.50 for all
- ▶ General Registration begins June 1
  - ▶ General Tickets = \$72
  - ▶ Senior (age 62+) & Student Tickets = \$65
- ▶ T-shirts will be offered with Registration ONLY= \$15
  
- ▶ Look for Parish Ambassadors Coupon Code in your email





Lansing Center  
333 East Michigan Avenue  
Lansing, Michigan 48933

- ▶ Parking - \$15 per Day
- ▶ Parish Organized Buses can be parked at St. Mary's Cathedral & name badges will be grouped for easy entry
- ▶ Overnight lodging is available

# Parish Ambassador Job Description

## Objectives

- ▶ Engage the pastor and parish staff
  - ▶ Awareness
  - ▶ Support
- ▶ Engage the women of your parish
  - ▶ Awareness
  - ▶ Consideration
  - ▶ Attendance
- ▶ Engage potential **sponsors**, vendors and volunteers in your area

## Activities

- ▶ Communicate conference information to parish pastor and staff
- ▶ Market the conference in your parish
  - ▶ Signs, bulletins, announcements
  - ▶ Invitations to parish groups
  - ▶ Personal invitations & Social Media
- ▶ Contact possible **vendors & sponsors** in your area.

# Parish Ambassador Resources

► Website:



- Downloadable Content on Parish Outreach & Volunteers Tab
  - Flyers, Posters, Business Cards, Social Media Graphics, Bulletin Ads
  - Starter Script for Mass Announcements
- Parish Ambassador point of contact for each diocese:

Detroit: TBD	Saginaw: Krista Willertz <a href="mailto:kwillertz@gmail.com">kwillertz@gmail.com</a>
Lansing: Judy Trudeau <a href="mailto:Judith.Trudeau@gmail.com">Judith.Trudeau@gmail.com</a>	Gaylord: TBD
Grand Rapids: Tammy Graves <a href="mailto:tamra.graves6@gmail.com">tamra.graves6@gmail.com</a> or Linda Kurncz <a href="mailto:lkurncz@gmail.com">lkurncz@gmail.com</a>	Kalamazoo: TBD
General Questions: <a href="mailto:MichiganCWC@sbcglobal.net">MichiganCWC@sbcglobal.net</a>	Marquette: TBD

Sponsorship Name	Amount	# Tickets	Vendor Table Included	Sponsor Ad in Program	Sponsors named at Conference	Sponsors listed on Conference Website
Halo	\$10,000	10	Yes	Full Page	Yes plus logo will be put on goody bags	Yes
Scepter	\$5,000	8	Yes	Full Page	Yes	Yes
Throne	\$2,500	6	Yes	¾ Page	Yes	Yes
Tiara	\$1,000	4	Yes	1/2 Page	Yes	Yes
Ring	\$500	2		¼ Page		Yes
Bouquet	\$250			1/8 page		Yes

# Conference Sponsorship

## General Conference Sponsorships

If you would like to make a more specific gift or gift in kind, please consider the options below:

- Coffee Sponsor (8 @ \$500 each):** Enable the conference to offer complimentary coffee to all attendees. Company / Organization logo will be displayed at all coffee stations and noted in program.
- Scholarships:** Provide a scholarship for one woman to attend the conference: \$65. I'd like to offer \_\_\_\_ women scholarships to attend the conference for a total amount of \$\_\_\_\_. These will be listed in the conference program.
- Sponsor a Speaker:** Underwrite a specific conference speakers honorarium. Please contact us for more information regarding amounts. Speaker Sponsors will be shared on the conference website, mentioned at the conference and listed in the program.
- Items for Hospitality Bags:** Provide items (i.e. pens, tissues, snacks, chocolate) for inclusion in the hospitality bags to be given to each attendee (minimum 500 items). Please list item(s) you would like to offer: \_\_\_\_\_ (must be approved by conference leaders).

# Marketing Activation Timeline

We may have to stop selling tickets if we reach max limit...will communicate as we hit key milestones!

May	June - July	August - September	October
Talk to Pastor & Parish Office Staff to request support	Connect with parish groups – pass out flyers at events	Speak at all Masses & pass out flyers, answer questions / support registration.	Attend the conference on 10/21!
<ul style="list-style-type: none"> <li>Request bulletin Ads for June thru October 6</li> <li>Put up posters in church, offices, meeting areas, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Put out business cards &amp; flyers &amp; keep with you to pass out when there is opportunity</li> </ul>		
<ul style="list-style-type: none"> <li>Leverage Social Media (parish &amp; your own) to announce conference</li> </ul>	<ul style="list-style-type: none"> <li>Leverage social media to invite your network.</li> <li>Share MCWC social media posts</li> </ul>	<ul style="list-style-type: none"> <li>Refresh posters (if needed)</li> <li>Share MCWC social media posts</li> </ul>	
<p><b>Mass Announcements:</b> Registration is open w/ early bird pricing until 5/31</p>	<p><b>Mass Announcements:</b> Register Now to be a part of something truly blessed!</p>	<p><b>Mass Announcements:</b> Don't forget to register for this once-a-year opportunity</p>	<p><b>Mass Announcements:</b> Still opportunity to go – conference is on 10/21</p>
Reach out to potential Sponsors	Reach out to potential Sponsors	Reach out to potential Sponsors	



# QUESTIONS & ANSWERS

- Does our church receive a packet of information / printed flyers?
  - All flyers and posters and other marketing materials are posted on the website for parishes to print in house
- When should we approach our Pastor about promoting the conference and announcing the conference to the Parish?
  - As soon as possible
- What if we know of people who would like to attend but cannot afford to attend?
  - Sponsorships can go toward scholarships for hardship. Ask your parishioners or groups to provide scholarships. Reach out to [MichiganCWC@sbcglobal.net](mailto:MichiganCWC@sbcglobal.net) to request support for the ticket fees.

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THANK YOU!

You are a blessing to this conference!

If you've been wondering how to become more of an evangelist – you've found it here!

Your engagement with the women in your parish is critical to the success of the conference – your personal invitation makes all the difference!