

# Red Dress Sunday



## Tips for Hosting a Successful Red Dress Sunday Event

As you begin planning for Red Dress Sunday, we wanted to provide a Top Ten list for you to consider.

**1. Create a Plan:** This is an event, and like any good event it requires a good plan. Start thinking early about how you will promote, work with your pastor, use the tools given to you and spread the word within your congregation.

**2. Promotion:** Start promoting your event in early January. Place a poster in a high traffic area, leave fliers out for your congregation, add a note in your bulletin and place on your website if applicable.

**3. Sermon:** Talk to your pastor and share the Talking Points. Discuss how to incorporate into the sermon that day to truly inspire change among your congregation.

**4. Guest Speaker:** Consider asking someone in your congregation who has survived heart disease to share their personal experience. We have found this to be one of the most impactful ways to connect with a congregation.

**5. Attend Women's Symposium:** Saint Agnes Hospital will host a Women's Symposium on Saturday, December 10th. You will hear from a variety of speakers on topics surrounding women's health. Each church will be invited to send their coordinator to learn more and take these valuable tools back to your congregation.

**6. Share:** We have created a rich website filled with information on Heart Disease and other health related topics. Take advantage of all that the site has to offer and create a plan to share as much as you can with your congregation.

**7. E-Newsletter:** Four E-newsletter will be sent to you leading up to Red Dress Sunday. Read through them as they will be filled with valuable tips for preparing for Red Dress Sunday as well as helpful health related articles. Keep any eye out for them and use the information as you plan.

**8. Testimonials:** Share your stories from your congregation with us. Real life stories bring a sense of reality and we would love to hear your stories and share them with others.

**9. Survey:** After Red Dress Sunday you will receive an electronic survey to share information about your specific Red Dress Sunday Event. Please take the time to do the survey and share valuable insight that will help drive the event moving forward. We want to hear from you!

**10. Inspire:** As the point person for Red Dress Sunday with Saint Agnes, you will gain valuable access to our Symposium, website and newsletter. This event has one purpose: to change the devastating impact that heart disease has on our women. Take everything you learn back to your congregation. One person at a time, we have the ability to make a powerful impact.