

# **2. Event Promotion**

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This section is intended to help with the promotion of your faith leader training by sharing sample brochures and related communication pieces that other coalitions have created for their events. Below are some general suggestions to help with publicity for your event.

### **1. The most effective outreach grows out of relationships—start there**

- Assemble an event planning team with people who have existing relationships in the faith community.
- Invite faith leaders who care about end-of-life work to join your planning group. If appropriate, include them in your faculty.
- Ask each leader you connect with, “Can you think of other faith leaders who might be interested in this topic?”

### **2. Take advantage of existing networks to help with publicity**

- See if your local hospice or hospital already has a database of faith-based organizations that they would be willing to share.
- Reach out first to those organizations that your planning group members already have personal connections with and work out from there.
- Check with local interfaith groups to see if they can put you on their meeting agenda. A personal invitation to your event means much more than a flyer in the mail.
- Attend any faith organization events where you might be able to network and share your flyers.

### **3. Rely on more than one form of notification**

- Don't hesitate to use mail, electronic, phone, and in-person contact to encourage people to attend your event. The more times they are reminded of it, the better.
- See if your local hospice and hospital chaplains would be willing to take the event brochures out with them to meetings in the community.
- Ask staff from your coalition's member organizations to share the event brochures with their own congregations' leadership.

## **Partners in Caring**

*End-of-life seminar for faith leaders*

# **Email Invitation**

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January 2, 2014

We are pleased to announce the Faith Leaders Seminar on End of Life: Partners in Caring. This exciting interactive seminar will be held on February 5, 2014, at XXX Memorial Hospital.

The flyer, agenda, and registration form are attached.

Please share this information with other faith leaders, lay ministers, chaplains, Stephen's ministers, and faith-based nurses.

We encourage early registration because class size is limited.

Please contact us if you have any questions.

Thank you,

Jane Doe, RN, MS, FNP, ACHPN

Bob Smith, Chaplain

Contact: EMAIL and PHONE

## **Participant Confirmation Letter**

Dear Conference Participant,

We are so pleased you will be attending the ***Faith Leaders Conference: Care at Life's End.***

The program will be held at XXX Conference Center. Parking is located at the XXX Lot, adjacent to the XXX Conference Center at 3900 Pacific Avenue. Please allow at least 15 minutes to park and walk to the conference. We request that you ***arrive no later than 8:00 a.m.*** to register and enjoy breakfast before we begin the program at 8:30 a.m.

In preparation for the session which will focus on the actual work of a spiritual care provider in end-of-life care, we would like you to complete the enclosed worksheets:

- *Life Activities*
- *Personal Priorities & Spiritual Values*
- *Advance Directive*

If you already have a completed advance directive, please feel free to substitute it, but we would ask that you bring it with you to the seminar.

Thank you in advance for your participation. We look forward to spending the day with you.

Sincerely yours,

Bob Smith, DO, CMD  
Conference Chair

**Attached: Pre-conference worksheets and parking lot/conference center map**

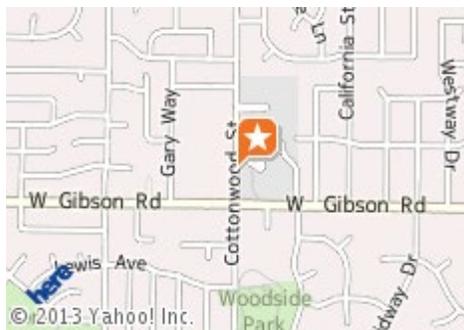
# Participant Confirmation Letter

January 23, 2014

Dear Partners in Caring participants:

We look forward to your participation in the *Partner's in Caring: A Faith Leaders Seminar* on Wednesday, February 5, 2014.

Memorial Hospital is at 1325 Cottonwood St, Any town, California. The hospital is at the corner of Cottonwood and West Gibson St. Parking is available in front of the hospital and at the Advanced Imaging and Surgery Center, at 1321 Cottonwood St, just north of the hospital.



We will meet in the Dining Conference Room on the 1st floor, just behind the cafeteria. Please join us at 8:00 am for registration and a light breakfast. Our program will begin at 8:30 am.

In preparation for the day, we are enclosing an article for you to read. We also ask that you complete the Life Activities form and bring it with you, as it will be used during an activity. In addition, please review and reflect on the Personal Priorities & Spiritual Values form, as well as the Personal Reflection survey.

If you have completed an Advance Health Care Directive (AHCD), please feel free to bring it with you. We will also include an AHCD in your Partners in Caring binder.

We are excited about the special seminar and look forward to spending the day with you. Please call XXX-XXX-XXXX if you have any questions.

Sincerely,

Jane Doe, FNP

Bob Smith, Chaplain



Hospice of Santa Cruz County  
invites you to



# Partners in Caring:

A seminar for faith  
leaders on end-of-life care



**March 5, 2015**  
10 a.m. - 4:30 p.m.

Community Foundation Santa Cruz County  
7807 Soquel Drive  
Aptos, CA 95003

# Partners in Caring: A seminar for faith leaders on end-of-life care

March 5, 2015 | 10 a.m. - 4:30 p.m.

## Why this seminar?

Seriously ill, aging and dying individuals and their families often turn to their faith community for support during illness and grief. This one-day seminar focuses on challenges and lessons learned in supporting and providing spiritual care around the end of life. It will also explore methods for engaging individuals and congregations in thinking and planning ahead about end-of-life choices and decisions.

## Who should attend?

- Clergy
- Chaplains
- Stephen ministers
- Eucharistic ministers
- Health ministers
- Parish nurses
- Others who minister to those who are chronically ill, aging, or at the end of life

## What you'll learn:

- Lessons from hospice professionals on facilitating communication and being present during these spiritually rich times.
- How to partner with hospice and palliative care services to support those facing the end of life.
- The importance of Advance Directives and how to help essential planning conversations begin ahead of a crisis.
- Lessons learned from a panel of local faith leaders on engaging one's congregation.

## The presenters:

The day of learning will be facilitated by a multi-disciplinary team of seasoned Hospice of Santa Cruz County professionals.

**Charlea Massion, M.D.**, *Chief Medical Director*

**Michael Milward**, *CEO and Hospice Chaplain*

**Savarna Wiley**, *Hospice Chaplain*

**Shirley Sapena**, *Medical Social Worker*

**Julie Boudreau**, *Advance Care Planning Facilitator*

Plus a panel of local faith leaders sharing successful models for engaging congregations.

## To register:

Register by February 26, 2015.

Registration is free of charge and includes refreshments and lunch. Space is limited, so please register early and limit registration to four participants per organization.

To register or for more information, contact Shirley Sapena at (831) 430-3078.



**HOSPICE**  
OF SANTA CRUZ COUNTY  
*Your choice, your journey.*

Hospice of Santa Cruz County invites you to



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**HOSPICE**  
OF SANTA CRUZ COUNTY  
*Your choice, your journey.*



## Faith Leaders Seminar

# Partners in Caring

This interactive symposium will focus on issues encountered by faith leaders as they care for members of their faith communities who suffer serious illness and their families.

**WHO:** This presentation will benefit faith leaders, chaplains, lay ministers, Stephen's ministers and faith-based nurses

**WHEN:** Wednesday, February 5, 2014 – 8:30 a.m. to 4:30 p.m.  
Breakfast at 8:00 a.m.

**WHERE:** Memorial Hospital – Dining Conference Room  
1325 Cottonwood St. Any town, CA 95695

**COST:** \$25 per person (includes breakfast, lunch and program syllabus) Multiple attendees from same organization - \$20 per person

**TO REGISTER:** Send check to  
Education Services

1321 Cottonwood Street, Suite 308 Any town, CA 95695

Please include name(s) of registrant, organization, mailing address and phone number of registrant. For more information call: **XXX-XXX-XXXX**



# Partners in Caring

*End-of-life seminar for faith leaders*

Faith Leaders Seminar

## Partners in Caring

Wednesday, February 5, 2014

This interactive symposium will focus on issues encountered by faith leaders as they care for members of their faith communities who suffer serious illness, as well as their families.

### Registration Form

<b>Name</b>	_____		
<b>Title</b>	_____		
<b>Faith Community</b>	_____		
<b>Address</b>	_____		
<b>City</b>	_____	<b>Zip code</b>	_____
<b>Day phone</b>	_____	<b>E-mail</b>	_____

Please complete this registration form and return with \$25 check (made payable to Woodland Healthcare) by **January 22, 2014**, to:

Partners in Caring  
c/o Education Services  
1321 Cottonwood St, Suite 308  
Any town, CA 95695

*For multiple attendees from same organization, make copies, submit one form per person with check(s) for \$20 per person.*

Space is limited; your registration will be confirmed in writing via email.

Questions? Call: XXX-XXX-XXXX

# **Partners in Caring**

*End-of-life seminar for faith leaders*

XXX invites you to

## **Partners in Caring**

**A seminar for faith leaders on end-of-life care**

Date

Time

Location

### **Why this seminar?**

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- Lessons learned from a panel of local faith leaders on engaging one's congregation

### **The presenters:**

#### **To register:**

Register by XXXX online at XXXXXX

To register by phone or for more information, contact XXXX at XXXXXXXX

Sponsored by XXXX