

# Marketing Guide for 2026 Legacy Coalition Grandparenting Summit Host Sites

Welcome to hosting the **2026 Legacy Coalition Grandparenting Summit!**

We are thrilled that you are partnering with Legacy Coalition to equip and encourage grandparents in your community. Your leadership will have a generational impact—strengthening families and influencing grandchildren for eternity.

We understand that promoting an event takes intentionality and persistence. That's why we are providing many of the same marketing assets used to promote the live national conference. This guide will help you create a strategic, effective plan to maximize attendance.

## Key Marketing Principles

- **Your warm audience is your greatest asset.**  
Your church members, email subscribers, and social media followers are your primary audience.
- **People register at different times.**  
Some will register 6 months in advance. Most will register within the final 3 months. Many need to see information 3–4 times before deciding.
- **You cannot over-communicate.**  
Not everyone sees every email or post. Repetition builds awareness and urgency.
- **Early promotion plants seeds.**  
Even if registrations are slow at first, you are building momentum for later.

## Step-by-Step Marketing Plan

### Step 1: Plan Around Your Calendar

Before launching promotions:

- Review your church/organization calendar.
- Schedule emails and social posts strategically.
- Avoid low-engagement seasons:

- Mother's Day weekend
- Graduation week
- The first two weeks of July (historically low engagement due to vacations)

**Important Date:**

**Grandparents Day — September 13, 2026**

This is a prime opportunity for churches to highlight grandparents and promote the Summit, even though it falls only a few weeks before the event.

## **Step 2: Announce You Are Hosting**

Your first priority is to let your warm audience know:

- You are hosting the Summit
- The date
- Why it matters

Use the provided:

- Ad mats
- Promotional video
- Social graphics
- Email templates

**Recommended Actions:**

- Send an announcement email (e-blast)
- Post on Facebook and Instagram
- Add the event to your organization calendar
- Include in church bulletins and slides

### **Boost Your Posts**

We strongly recommend boosting your initial announcement post.

Target:

- People who follow your page
- People who like your page
- People who have engaged with your page

Both grandparents **and parents** should be aware of the Summit. Parents often encourage grandparents to attend.

## **Step 3: Highlight the Speakers**

People attend conferences because of the value they will receive.

Begin featuring the Summit speakers using the ready-made graphics in the Marketing Assets Folder.

### **Strategy:**

- Post individual speaker highlights
- Share short quotes or key themes
- Boost these posts to your warm audience

Build anticipation and credibility by showcasing the voices your attendees will learn from.

## **Step 4: Expand Beyond Your Church (3+ Months Out)**

Three months before the Summit, begin widening your reach.

### **Reach Other Churches**

- Email or call local churches
- Provide them with digital ads and flyers
- Offer bulletin blurbs or ready-made social posts

### **Contact Christian Schools**

- Ask to share with current parents
- Request distribution to alumni parents

- Offer digital graphics for newsletters

## **Connect with Senior & Community Groups**

- Senior programs
- Retirement communities
- Grandparent-focused ministries

Make it easy for them to share by providing ready-to-use materials.

## **Step 5: Intensify Promotion in the Final 3 Months**

Most registrations happen during the final 90 days.

During this season:

- Increase email frequency
- Post consistently
- Boost posts as your budget allows
- Share testimonials
- Highlight urgency

Remember:

Not every follower sees every post.  
Repetition is essential.

If you feel like you're repeating yourself — that's a good sign.

## **Step 6: Encourage Group Attendance**

Grandparents are more likely to attend when they come with friends.

During the final 3 months:

- Ask grandparents to invite 2–3 friends
- Promote group attendance in emails

- Share posts encouraging “Bring a Friend”
- Highlight the experience of attending together

Community increases commitment.

## **Step 7: Partner with Legacy Coalition Online**

Follow Legacy Coalition on:

- Facebook (@legacycoalition)
- Instagram (@legacycoalition)

Throughout the year, they will post about host sites and Summit updates.

### **Action Steps:**

- Like their posts
- Share their posts
- Add your local details when sharing
- Tag your church/organization

This extends your reach and builds momentum across host sites nationwide.

## **Final Encouragement**

Hosting the 2026 Grandparenting Summit is more than organizing an event—it is investing in generations.

Stay consistent. Stay encouraged. Keep planting seeds.

The impact will ripple far beyond a single weekend.