Prepare

Couple Checkup™ for your Church
powered by PREPARE ENRICH

Prepare to Support Couples

- Build a relationship with a local counselor/therapist so that you can have a referral plan in place if needed. (See also *How do I know when to refer...?* and *Where can I refer...?* on **Frequently Asked**).
- Assemble a "support team" that is ready to serve couples during the experience and beyond. They could be staff, Marriage Mentor couples, and the aforementioned counselors and therapists.
- Think about ways, big and small, that you can celebrate couples along the way. Appreciate and applaud their participation, willingness to share and contribution to the sense of community.

Prepare your Team

- Certify your team in Prepare/Enrich if they are not already. We can bundle training into your fee - ask us about this option!
- Remember, your team does not have to be staff – you may have couples within the congregation who already stand out as great mentors even if they don't realize it.
- If you and/or your team are already Prepare/Enrich Facilitators, review your training materials and online resources and familiarize yourself with the Couple Checkup report.
- Prep your team for how to talk about Couple Checkup and this experience and how you might begin to promote and communicate the upcoming experience to the congregation. Don't forget to include *why* this is so beneficial (see the **Promote** page).

Prepare for Next Steps

- Think about how you want to share learnings and insights with the congregation (see **Rollout Ideas**).
- Start planning, but be flexible. Be prepared to make changes based on what you learn from the Group Summary Report so that you can make the experience as relevant and tailored to the congregation as possible.
- As your campaign wraps up, begin thinking about your long-term strategy. Will you do this again? If so, what might you do differently? In what areas would couples want to improve? Set goals to track couples' growth as well as the overall effectiveness of your program. Set the dates for next year's campaign. Talk to us about locking in pricing for your follow up year!

Promote

Couple Checkup™
for your Church
powered by PREPARE ENRICH

Share your Testimony

- Have church leaders take Couple Checkup™ themselves. (We'll provide you with a voucher code to take it for free!)
- Then have them share their testimony of the experience. Take videos and post on the church Facebook page or website or share during church service.

Build up Buzz

- Put it in the church program/bulletin for several weeks leading up to the start.
- Create an event using Eventbrite or a similar evite platform, or create a Facebook event to get it on people's calendars.

Make it Unique

- You can use our generic branding, but we encourage you to get creative and come up with something unique to your church and congregation that will resonate with couples.
- Create a unique hashtag to encourage sharing of photos, experiences, etc. on social media.
- You can find a great selection of free stock photos at unsplash.com. Then use a site like canva.com to lay some text over the image, and you've got yourself a quick and easy shareable image to help promote your campaign.

Tips for Pitching it

- **Emphasize that it's okay to talk about relationships!** Things don't have to be falling apart to warrant attention, and by putting in relationship work preemptively you are more likely to prevent that from happening. By simply taking the assessment, you're taking a major step in intentionally investing in your relationship.
- **You are all in this together.** Churchwide participation means a sense of community and bonding. You may find out that you and your partner are not the only ones dealing with that nagging issue.
- **Emphasize growth over perfection.** Relationship growth isn't a one and done task. This is the start of an ongoing process, one that will hopefully continue throughout couples' lives. Similarly, this could be the start of something bigger—at home, among your peers, and in church.
- **Model vulnerability.** Your relationship probably isn't perfect. No one's is. And that's normal and totally okay! Share your own feelings and anxieties about taking closer look at your relationship.
- **Be inclusive.** Not only can all couples participate, whether they are dating, engaged, newlyweds, or married, they can all benefit, too! It's not just for if you have "issues".
- **Be transparent.** Explain how the group insights will enable leaders to provide content and curriculum that is more helpful and relevant to the actual issues couples in the church are facing.

Rollout *Ideas*

Couple Checkup™ *for your Church*
powered by PREPARE ENRICH

Date Night event(s)/series

• Make it a monthly series where you cover a different topic each month.
• Have volunteers, high school/ college students provide childcare; you could even make it a fundraiser where couples can give donations in exchange.

Build a Sermon Series

Build a series around the insights provided by your Group Summary Report, covering not only the topics that are areas for growth, but also building off the congregation's strengths to create a sense of community.

Small Group or Sunday School curriculum

• After dropping the kids off for Sunday School, couples can attend their own "class" – childcare is built in!
• Tailor small group curriculum to top couple growth areas.
• Leverage the insights from the Group Summary Report that are broken down by gender to inform content for men's and women's groups.

Host a Weekend Retreat

• Have couples gather Saturday afternoon/ evening for relationship-building activities and discussion, then provide a fun meal or evening entertainment to make it a date night (see Date Night ideas!). Have them return Sunday morning for church service and brunch to wrap up the weekend.

- If your church is too small to host a retreat on its own, consider partnering up with other local churches or even make it a community event. Work with local restaurants and businesses who could "sponsor" the event and offer discounts to couples for future date nights.
- Bring in speakers on various topics - this could be the kickoff or keynote event for a retreat or a longer-running campaign.

Bonus Idea

Explore churchwide relationship growth after one year by committing to Couple Checkup™ *for your Church* for the following year, at this year's price. Not only will you show an ongoing commitment to investing in relationships , you'll be able to measure your program effectiveness so you can be sure your efforts are making a difference.

Combine these ideas, tweak them, or use them as a springboard to come up with your own!

Frequently *Asked*

Couple Checkup™ *for your Church*
powered by PREPARE ENRICH

What do couples receive after completing Couple Checkup™?
Upon completion of the assessment, couples will be able to download their own Couple Checkup™ report, which will show them their individual results. As a Leader, you won't see individual couples' results, unless the couple sends it to you.

What resources are available to couples?
Couples have access to a preview of the *Discussion Guide for Couples*, but we recommend purchasing the full version and gifting a copy to each couple who participates. It pairs perfectly with their Couple Checkup™ results and can be used both within your chosen rollout method or as "homework" for couples to complete on their own.

Can I have some couples take Prepare/Enrich and some take Couple Checkup?
You'll need to have all couples take Couple Checkup™ in order for them to be included in the Group Summary Report and for the couples' assessment fee to be covered.

Does the price go up or down depending on how many couples participate?
No, the church will pay one flat fee no matter how many couples take the assessment. If your church is very small, consider partnering with another local church. Ask us about this option!

Can singles take Couple Checkup™?
The assessment must be completed by both partners in a relationship.

Can my leadership team experience the assessment first?
Yes! In fact, we encourage them to take it and share their experience with the congregation to create buy in. We'll provide you with a voucher code to have leaders take it at no cost.

Will I receive one Group Summary Report for my entire congregation?
You'll receive one report for each relationship stage (dating couples, engaged couples, and married couples). You will need a minimum of five couples of the same stage in order to generate a group summary report.

How do I know when to refer couples for additional support and assistance?
The Group Summary Report will show you if there are conflicted or devitalized couples in the congregation, but you won't know specifically who they are. Because of this, you'll need to encourage couples to let a leader or staff member know if they would like some extra support in exploring and strengthening their relationship. Exercise discretion and reassure them that their privacy is protected. At the same time, let them know that they have nothing to be ashamed of—recognizing the need and being willing to ask for help is a powerful step toward growth.

Where can I refer those couples?
We recommend reaching out to local counselors and therapists to build an open referral relationship. You can use sites such as www.therapistlocator.net to search Marriage and Family Therapists in your area or search local directories. Therapists are often looking for sources of referrals, so it can be a mutually beneficial relationship, and it can start with something as simple and casual as meeting for coffee.