

## ABOUT INDIVIDUAL COUPLE EXPERIENCES

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The MarriedPeople annual strategy is intended to help churches help marriages by—

- **Inspiring married couples in Larger Groups**
- **Empowering Small Groups**
- **Equipping Individual Couples**

Here's how we inspire married couples in equipping

### INDIVIDUAL COUPLES

A key part of the MarriedPeople strategy is equipping individual couples, but this can be a challenge. Life can get, well, crazy. The demands on our time, schedules and emotions pull us in many different directions. And regardless of whether you've been married for one year or 50 years, there is one constant challenge facing every couple—to connect. We have found that by providing just a little nudge here and there, couples remember just how important it is to have one-on-one time.

We provide your church with the resources to give couples this one-on-one time through Date Nights and the monthly MarriedPeople electronic magazine (E-ZINE) called MarriedPeople Monthly. (For more info about the MarriedPeople Date Night, see the "ABOUT INDIVIDUAL COUPLE EXPERIENCES: DATE NIGHT" document in the Date Nights tab.)

### MarriedPeople Monthly

MarriedPeople Monthly was designed to be that nudge for the couples in your church. A nudge to have a conversation. A nudge to laugh. A nudge to think. It is a new monthly marriage email that any church can use to help marriages.

Imagine a man AND woman-friendly resource that is mush-free and brings the couples in your church together. We know you don't have the time every month to put something like that together, so we've done it for you.

Every month, we create MarriedPeople Monthly. All you have to do is copy the web link or download the HTML files (which can be loaded into an email management system, like MailChimp or Constant Contact), and determine how you want to send it out.

We even provide a way for you to create your own email using our content. As a Strategy Pack customer, you have access to the art, text and article links we provide every month in the designed E-ZINE. If you regularly create your own newsletters (or you want to start creating your own using MailChimp or Constant

Contact), you can utilize these resources, while adding original content from your church and promote any upcoming marriage events.

Just remember—When sending emails, it is important to make sure you have permission of the end users. If your church is large enough, you can separate your lists or you can simply send this email to everyone on your church's email list. Again, this will be based on your church's email strategy.

**What you'll find in each issue of MarriedPeople Monthly.** Every month, MarriedPeople Monthly contains go-and-do's that couples can actually go and do. In each issue, you'll find the following content:

**He Said/She Said:** Each month, we highlight a couple we think has something great to say. We give them one question to ask each other.

**Hot Button:** We ask a marriage guru to share with us one simple thing that could dramatically impact marriages.

**Random Awesomeness:** We justify surfing the Web to bring you random awesomeness.

**Post It:** Grab a sticky note, fill in the blank in the sentence we provide, and put in a place where your spouse will find it.

**The Spice:** Each month, we will bring you one topic that will hopefully bring you closer in the bedroom.

**2-Minute Vacation:** Escape the craziness of everyday life and dream with one another in answering a simple question.

**Plugged In:** The best gift you can give your spouse is a healthy you—health spiritually, physically, mentally and emotionally. Each month, we explore a different way to make you a better you.

**How to Distribute MarriedPeople Monthly.** By the first business day of the month, that month's issue of MarriedPeople Monthly is loaded into the download matrix in two different formats—a Word doc containing a website link (where couples can go and view that month's content online) and the zipped HTML file. You can distribute these files through an email content management system, like MailChimp or Constant Contact. Or simply include the link in your communication to couples. We have provided step-by-step instructions on how to load the HTML file into MailChimp.

**How to Promote MarriedPeople Monthly.** You can promote MarriedPeople Monthly by encouraging couples to sign up for it at your Larger Group Experiences. Always be sure to include clear details on when and how people can sign up to receive the email.

If you want to promote MarriedPeople Monthly in your church bulletin or in your announcements, feel free to use this wording or make your own:

**Bulletin (adjust this as needed, depending on how you want people to sign up to receive MarriedPeople Monthly):**

MarriedPeople Monthly is a monthly, mush-free email full of ideas and insights that spark great conversations and help you laugh. You will be encouraged, we promise. Go to [your church website] and sign up today.

**Sample Worship Service Announcement (adjust this as needed, depending on how you want people to sign up to receive MarriedPeople Monthly):**

"How many married people do we have here today? Well, we know you are all really busy with life. It looks different for each of us depending on what stage of life we are in. Some of us are taking care of little kids, others are taking care of aging parents. Some of us are consumed with school, others work. We also know it's often a challenge to find the time to focus on your marriage. So, we want to help you with that.

With your permission, once a month, we are going to send you an email called MarriedPeople Monthly. Each month, you will be encouraged and have some laughs as you enjoy the different bite-size segments. You will hear from other married people and what they are doing to make their marriages more of what they want them to be, or how they navigate through some of the challenges we face. The best parts are the segments designed to help you dream and laugh for a few minutes. It's all stuff you can do, even in the middle of your hectic schedule. If you would like to sign up to receive MarriedPeople Monthly, simply go to [your church website] and sign up. You will be glad you did."