### **Group Leader Action Guide**

*This Resurrection Weekend, All Planes Lead to Bermuda. Come Experience Faith, Fellowship, and Fun!*

Register Now and Secure Your Spot for a Life-Changing Experience.

**Steps to Build Your Team for Walk to Calvary: Resurrection Weekend 2025**

**Thank you for stepping up as a group leader!**We’ve created this simple step-by-step guide to help you gather your team and share the incredible experience waiting for them in Bermuda.

### **1. Start Building Your Group List**

* Begin by identifying friends, family, church members, your social organizations, and faith-based groups who would be interested.
* If you are a social media influencer, you can post flier and do a LIVE influencer invite and direct people who follow you to contact you by email or inbox to build your contact database
* Aim for **5, 10, or 15 guests** to unlock your perks:
	+ *5 Rooms/People*: 1-Night Free Stay
	+ *10 RoomsPeople*: 2-Night Free Stay
	+ *15 RoomsPeople*: 2-Night Free Stay + Free Walk to Calvary Package ($550 Value).

### **2. Share the Excitement!**

* Send out emails, texts, or calls to your group members.
* Share the official **Walk to Calvary Promotional Packet** and fliers.
* Use this sample messages, see below **APPENDIX A**
* **Be sure to share your GROUP CODE/NAME** so once our website is available in 2025, you will get credit towards your group count!

### **3. Host a Mini Info Session**

* Schedule a quick **Zoom meeting** or **in-person gathering** to review:
	+ The **5-Day Event Schedule** (spiritual reenactments, local tours, VIP experiences).
	+ Visitor Package Perks: VIP access, transportation, swag bags, and more.
* Use visuals like the event flier or key pages from the packet to get everyone excited!
* Once the website is updated, you can share that in addition.

### **4. Collect Questions and Feedback**

* Encourage your group members to ask questions about travel, accommodations, or events.
* Compile any questions and special requests and send them to our team by **Email:** info@walktocalvary.bm

### **5. Confirm Your Group’s Commitment**

* Encourage members to confirm early and secure their spot.
* Ask them to spread the word and invite others—they can help your group grow!

### **6. Celebrate Your Role!**

* As a group leader, you’re creating a life-changing opportunity for your team to experience faith, fellowship, and Bermuda’s beauty.
* **Enjoy Your Rewards**: You’ve earned it!

### **Let’s Make It Happen Together!**

If you need any support or extra resources, we’re here to help.

**Contact Us Anytime:**

* **Email:** info@walktocalvary.bm
* **Phone:** +1-441-704-1657 (***WHATSAPP Only***)

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