



As we continue to navigate the novel coronavirus pandemic, our commitment to place our trust in the Lord Jesus Christ, serve people in need and courageously live the Gospel will not waver. Some changes to our routines, however, will be inevitable. Effective communication is important so that factual information can be shared. In order to communicate effectively with parishioners, the Office of Communications is offering these recommendations:

## STAY CONNECTED WITH YOUR COMMUNITY

- Ask parishioners to update their contact information, especially their email address, so they can be contacted with updates. If you have Flocknote, it is easy to collect email addresses through a “Text to Join” process.
- Call parishioners to see how they are doing.
- Ask parishioners to accept notifications via your parish app, so they can be alerted of updates.
- Encourage parishioners to bookmark your website and “Like” your Facebook page (and/or other social media channels) to stay up to date on communications.
- Remind parishioners about electronic giving options in lieu of weekly envelopes.
- Review your ability to livestream the Mass for those who stay home due to illness or other concerns. Pastors may need to offer a Mass or prayer service via livestream, Facebook Live or a pre-recorded video to post on your website. Please contact Maria Mertens from the Diocesan Office of Communications, [mrm@dosp.org](mailto:mrm@dosp.org) with livestream options.
  - Here is the list of Masses that are currently broadcast or livestreamed. If your parish offers a livestream and is not on the list, please contact Maria Mertens. [www.CatholicMassOnline.org](http://www.CatholicMassOnline.org)
- Create a webpage on your website where you will post updates. Encourage parishioners to check this page often. Also, link to our diocesan webpage and check it often, [www.dosp.org/coronavirus](http://www.dosp.org/coronavirus)

## PRAY

- Invite your community to pray for all those who are ill or have died, their families, health care workers and officials working to slow the spread of COVID-19. The following prayer is adapted from the *Roman Missal* and is also encouraged:

Almighty ever-living God, eternal health of believers,  
hear our prayers for your servants who are sick with coronavirus:  
grant them, we implore you, your merciful help,  
so that, with their health restored,  
they may give you thanks in the midst of your Church.  
Through our Lord Jesus Christ, your Son,  
who lives and reigns with you in the unity of the Holy Spirit,  
one God, for ever and ever.

## **EDUCATE**

- Share information to help your community prevent the spread of germs, such as those found on [www.dosp.org/coronavirus](http://www.dosp.org/coronavirus) and the CDC Communication Resources: [www.cdc.gov/coronavirus/2019-ncov/communication/index.html](http://www.cdc.gov/coronavirus/2019-ncov/communication/index.html)

## **SHOW YOU CARE**

Maintain trust by fulfilling promises, meeting expectations and living your values, mission.

Consider the People You Serve First

- What are their needs
- What would reasonable people expect from you
- How do they feel

Help People to Know that You Care

- Provide timely information
  - Express empathy
  - Be honest
  - Silence isn't golden – communicate regularly
  - Convey a positive attitude balancing urgency and prevention of panic
  - Identify all stakeholders and develop messages and communication channel for each group
- If your parish is contacted by the media, please direct them to contact the Diocesan Communications Office per diocesan policy.