

## Faith, Hope & Courage – Parish Communication Plan Template

Last Updated July 7, 2020

Timing & Key Message	Mass talk (in person and live stream)	Social Media	Email	Web	App	Ministry Announcement	Bulletin	Signage	Direct Mail
August 8 & 9 (Introduction)	<i>Pulpit announcement</i> - mailing from Bishop/intro						<i>Bulletin announcement</i> - Introducing Faith, Hope & Courage		
Week of August 10-14		August 12, 7 am. Introduce campaign "My spirit rejoices in my God my savior."		August 13 9 a.m. <i>News post announcement</i> about mailing, intro of program					Letter from Bishop arrives in the parishioner homes with a request to consider a commitment to parish to chart a path forward
August 15-16 (Announcement Weekend/Pastor presentation)  "My spirit rejoices in God my savior." Message/statement with stories, examples about how the parish brings <b>joy</b> to people's lives – like Mary felt the joy of a loving God. And Introduce campaign	<i>Pulpit announcement</i> - Mary as our Model: Faith, Hope & Courage  Pastor's homily/Announcement weekend presentation  Prayers of the Faithful	August 15, 7 am. Post a Quote graphic with link to blog post with message from the pastor	August 16, 2 p.m. Email Quote graphic with link to message from the pastor	August 14, 9 a.m. Post Quote graphic with blog post message from the pastor/Homily  August 15, 9 a.m. <i>News post announcement</i> about Mary, Mass presentation, parish update and pastor's video message for parishioners at home	August 16, 2 p.m. Send notification with link to pastor's blog post	Share pastor's announcement	<i>Bulletin announcement</i> – Mary as our Model with branded graphics  <i>Pastor's message</i> – address upcoming Homily and invite all to reflect and join in process  Special Update Newsletter/ Financial Snapshot	Display poster in narthex with Homily key message branded graphics	
Week of August 17-21		August 19, 7am. Post quote graphic with prayer for Mary's intercession and protection.	August 18, 9am Send Special Update Newsletter/	August 20, 9 a.m. Post graphic and prayer		Share pastor's announcement and Special Update			

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			Financial Snapshot	August 21, 9 a.m. <i>News post announcement</i> about Weathering the Storm and Planning for a Stronger Future		Newsletter/ Financial Snapshot  Pray together			
August 22-23 (Commitment Weekend/Witness)  August 22 Prayer for Mary's intercession and protection for your parish community and the church's ability to serve and fulfill God's holy will  How the parish helps me to keep the <b>faith</b>	<i>Pulpit announcement</i> - Weathering the Storm and Planning for a Stronger Future  Commitment weekend/ Witness presentation  Prayers of the Faithful, Intentions of those who returned their cards	August 22, 7 a.m. Post a quote graphic about the Queenship of Mary and prayer  August 23, 7 a.m. Post Quote graphic with link to blog post of testimonial article/statement.	August 23, 2 p.m. Send testimonial blog post– quote with graphic	August 22, 9 a.m. Post testimonial blog post– quote with graphic	August 23, 2 p.m. Send link to blog post	Share testimonial  Pray together	<i>Bulletin announcement</i> – Weathering the Storm and Planning for a Stronger Future  Testimonial article/side bar	Display poster in narthex with testimonial key message and branded graphics graphic	
Week of August 24-28		August 25, 7 am. Quote graphic with link to witness testimonial video  August 26, 7 am. Provide encouragement with scripture about <b>courage</b>	August 26, 2 p.m. Send video	August 24, 9 am. Post testimonial video	August 26, 2 p.m. Send link to video	Share testimonial video  Pray together			
August 29-30 (Reminder/ Participation)  How the parish	<i>Pulpit announcement</i> – We are called to action	August 30, 7 am. Post quote graphic about prayer with link to list of petitions online					<i>Bulletin announcement</i> – We are called to action	Display Poster with video key message branded graphics	

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helps me to have <b>hope</b>	Prayers of the Faithful, Intentions of those who returned their cards								
Week of August 31 – September 4  The Lord’s mercy always welcomes us home.		August 31, 7 am. Provide uplifting quote about putting our <b>faith</b> into <b>action</b> – “Charity is the root of all good works.” – St. Augustine  September 2, 7 a.m. Post quote graphic with link to blog post about a parishioner who feels welcome at the parish. Demonstrate how <b>Faith, Hope &amp; Courage</b> has helped the parish.		August 31, 9 a.m. <i>News post announcement</i> We are disciples called to put our faith into action  September 2, 9 a.m. Post graphic with blog post		Pray together			
September 5-6 (Reminder/Participation)  Mary is a model of Faith, Hope and Courage	<i>Pulpit announcement</i> – Use our gifts to serve  Prayers of the Faithful, Intentions of those who returned their cards	September 5, 7 am. Post a quote graphic about prayer list with link to list of petitions online.  September 6, 7 am. Post photo and prayer of Blessed Mother – reference how she is a model of <b>Faith, Hope &amp; Courage</b>	n/a	n/a	n/a	Share summary of parishioner feeling welcome and prayer related to Nativity of the Blessed Mother.	Include quote graphic Nativity of the Blessed Mother -Faith Hope Courage and prayer and article/statement from parishioner who feels welcome.  <i>Bulletin announcement</i> – Use our gifts to serve	n/a	
Week of September 7-11  Mary is model of Faith, Hope and Courage and we		September 8, 7 a.m. Post Quote graphic Nativity of the Blessed Mother -with reference to how she is a model of Faith Hope Courage and a short prayer	September 7, 9am Email Quote graphic with link to message from the pastor	September 7, 9am <i>News post announcement</i> Using our gifts to serve others  September 8 - Post		Share the message and prayer			September 8 – follow-up mailing to those who have not responded

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celebrate her birthday on Sept. 8				graphic with link to blog post about Nativity of the Blessed Mother  September 11, 9 am Post quote graphic with blog post.					
September 12-13 (Reminder/Participation)  How the parish helps me to have <b>courage</b> .	<i>Pulpit announcement</i> – Use our gifts to serve  Prayers of the Faithful, Intentions of those who returned their cards	Sept. 12, 7 a.m. Post a Quote graphic with link to blog post with message from the pastor.  September 13, 7am. Post a quote graphic with link to list of petitions online.	Sept 13 2 pm Email message/graphic with link to blog post.		Sept 13 2 pm Send link to blog post.	Share the reminder and prayer	Share testimonial as an article/statement with quote graphic.  <i>Bulletin announcement</i> – Use our gifts to serve	Display Poster with key message of testimonial and branded graphics	
Week of September 14-18  How the parish helps me to have <b>courage</b>		September 14, 7a.m. - Post quote about exaltation of the Holy Cross with message	September 16, 7am Email testimonial story with link to news post/blog	September 14, 7am <i>News post announcement</i> Testimonial on how parish helps me have courage/carry my cross  September 18, 4 p.m. post Thank you message		Share testimonial bulletin article, open discussion on how the parish helps people have courage			
September 19 & 20  How the parish the parish helps people to carry their cross- get through difficult moments	<i>Pulpit announcement</i> – Use our gifts to serve  Prayers of the Faithful, Intentions of		September 20, 2 p.m. Send Thank you message from pastor		September 20, 2 p.m. send Thank you message		<i>Bulletin announcement</i> – Update		

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	those who returned their cards								
Week of September 21-25  the Church is with people during their moments of sorrow – being Christ to each other		September 21, 7 a.m. Post quote about Our Lady of Sorrows and how the parish is with people in times of sorrow / carry their cross  Sept 24 7 a.m. Post Thank you from pastor		September 23, 7am <i>News post announcement</i> Testimonial on how parish helps me have in times of sorry  September 25, 4 p.m. post Thank you message		Share testimonial bulletin article, open discussion on how the parish helps people during moments of sorrow and prayer			
September 26 & 27 – Final Report/Thank you	Pastor Homily message on commitments to date, parish leaders will review and share final results in October  Prayers of the Faithful, Intentions of those who returned their cards		September 26, 2 p.m. Send Thank you message from pastor	September 27, 2 p.m. <i>News post announcement</i> Pastor reports & final results plan	September 25, 2 p.m. send Thank you message	Share message from pastor	Share Thank you message from pastor  <i>Bulletin announcement – Thank you &amp; Future Planning</i>	Poster with thank you message displayed in narthex	
October – TBD overview of what your plans are for next year and how the generosity of parishioners makes it possible	Pastor/Parish leadership present on planned budget	Post pastoral plan for the year	Send plan via email	Post plan to website	Send link	Share message from pastor	Include in bulletin		October 5 – Thank you sent to all participants