



COURAGEOUSLY
Living the Gospel

Ten-Step Evangelization/Marketing Plan

1. Define the SMART (specific, measure able, achievable, relevant and timely) goals you seek to achieve with your marketing plan:
2. Define your organization/ministry in a few sentences: (What are your strengths and opportunities? What do you want to be known for?)
3. Define who can benefit by, who needs what you offer: (This is your target audience.)
 - a. Specify geographic, demographic, language, habits, preferences, challenges and culture of this target audience.
4. Define what you want this audience to do: (This is in response to your marketing efforts.)
5. Define what messages this audience will need to hear to elicit this response:
 - a. Messages should be simple, concrete, credible, personal and evocative.
6. Define how you can reach this audience with your messages: (What tools, events, opportunities and individuals can help you connect with this audience?)
7. Define how you will develop and nurture a relationship with this audience: (This includes building trust, providing solutions and creating positive experiences.)
8. Define what resources I need for this plan: (This includes human and financial.)
9. Define what strategies and tactics will be included in the plan to achieve your goals: (This includes a timeline, communication channels, such as website or email and a list of who will be responsible for what.)
10. Determine how and when you will evaluate and modify this plan as needed.

Key Takeaway: Communicate effectively what you do, who you are and how you serve.

Example Key Messages from a Parish in Florida:

Welcome! We are delighted to welcome each one who has come to worship with us. Whether you are a parish family member, friend, or visitor know that your presence enlivens our celebration and our community. If you are not already an active member of this community, consider sharing in what we have to offer. Our parish is here to assist all who wish to know God more deeply. We serve the community through outreach, education, social activities, sacramental preparation, and comfort to the sick and those who mourn. Feel free to call us if we may be of service to you.

For more information, contact Teresa Peterson, t1p@dosp.org.