



COURAGEOUSLY  
*Living the Gospel*

# It All Starts with Relationships.



We have a moral obligation to evangelize.



**We need to evangelize like the Eucharist.**



# Seven pillars are foundational principles.

Prayer

Invitational

Inspirational

Hospitable

Sacramental

Formational

Missionful

In challenging times, God raises up great saints.



# Diocesan Communications Best Practices

Courtesy of Tommy Shultz, Diocesan Business Development Representative

# Bulletin

Purpose:  
Inform and Inspire to Action

- Common Mistakes
- Practical Tips



# Common Mistakes

- Static front cover and static content
- Too much information
- Poor use of images
- Poor design, inconsistent layout

# Practical Tips

- Consider moving static info to the website
- Add stories of what happened and why it mattered
- Good pictures & graphics vs clipart
- Consistent 2 - 3 fonts
- Use columns balanced design based on 2-pg spread

# Website

Purpose: Virtual Front Door

- Common Mistakes
- Practical Tips

# Common Mistakes

- Not mobile responsive
- Poor quality images
- Cluttered/crowded and hard to find what you need
- Dated content or incomplete

# Practical Tips

- Inviting and welcoming home page
- Clear the clutter, concise navigation is a must
- Great quality pictures
- Easy to get to the most desired info
- Keep the content updated

# App

Purpose: Meet People Where They Are

- Common Mistakes
- Practical Tips

# Common Mistakes

- Just a mobile website
- Not sending messages
- Not promoting and launching
- No faith opportunities

# Practical Tips

- Send 2-3 push notifications a week
- Have features that inspire
- Make sure it works with the phone
- Always be launching



# Inviting New Members

## Reaching the Unreached

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- Print a postcard with Mass Times
- Use Every Door Direct (USPS) to reach everyone in your community and invite them to Mass
- Use the Online Tool to map ZIP Code(s)<sup>™</sup> and neighborhoods and filter using U.S. Census data.
- Have your welcoming team prepared for when new people show up
- Have engaging announcements anticipating visitors

# Engaging Parishioners

Using Food to Evangelize

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- Put on a freezer meal event
- Enlist local help and involve the community
- Share the meals with parishioners and non-parishioners

# Inviting Inactive Parishioners

Create a Call Ministry

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- Find parishioners who are great on the phone
- Run a report
- Create a sample script
- Have your team reach out via phone

DIOCESE OF ST. PETERSBURG



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