

YOUR BULLETIN

*On Mission for
Evangelization*



BECAUSE VIBRANT
CHURCHES MATTER



Today's Presenter

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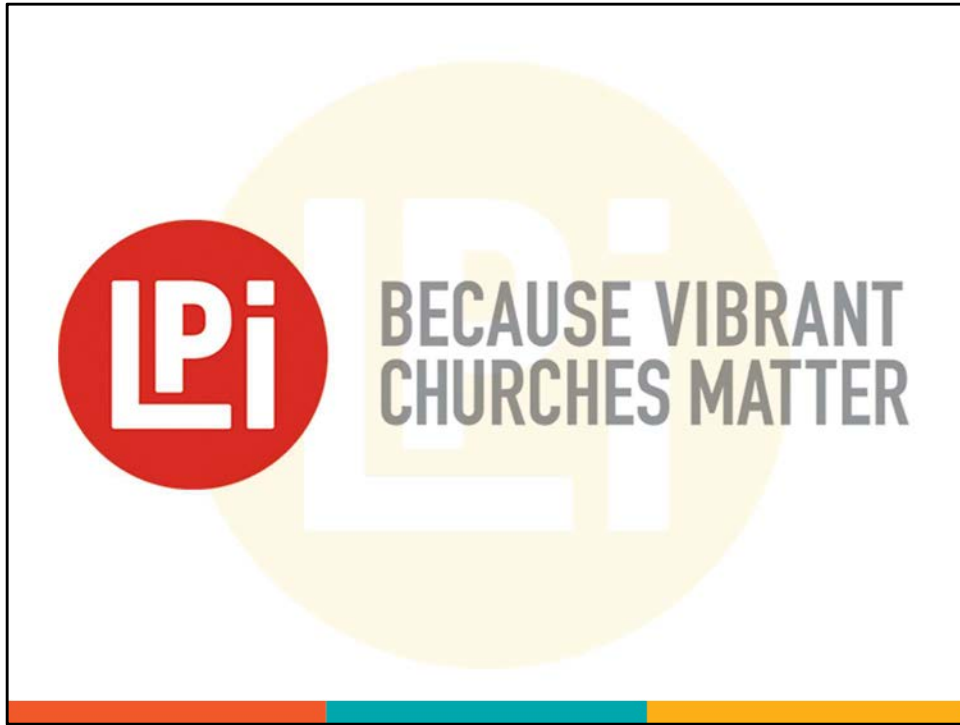
800-888-4574 ext. 3319

860-918-0080

Thank the intro person and once again I would like to thank everyone that has joined us for LPI's Webinar today.

Before I begin, I would like to give you a brief background about myself, I have been working in the church industry for the past 13 years and I've assisted hundreds of parishes with improving their communications with their parishioners and helped parishes enhance their overall financial outlook.

In today's webinar, I'm pleased to share with you a 7 step process that should help you and your parish put things into perspective as it relates to connecting your parishioners giving to your vision.





Should be fun to say “about us” then make it all about them.

Our Historic NICHE

Advertising sponsored
communication solutions
for Catholic parishes

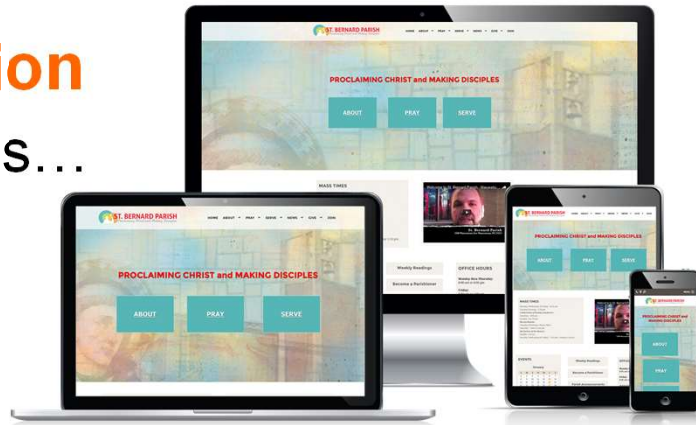
Print was our foundation,
but our customer's communication
needs are evolving.

Over 4200 non-profit print customers



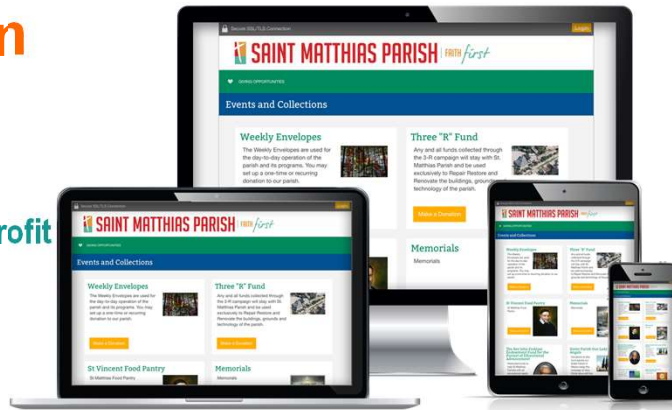
Our Evolution Websites...

Over 950 non-
profit Website
customers to
date



Our Evolution Online Giving...

Over 2300 non-profit
Online Giving
customers



Our EVOLUTION

Mobile App...

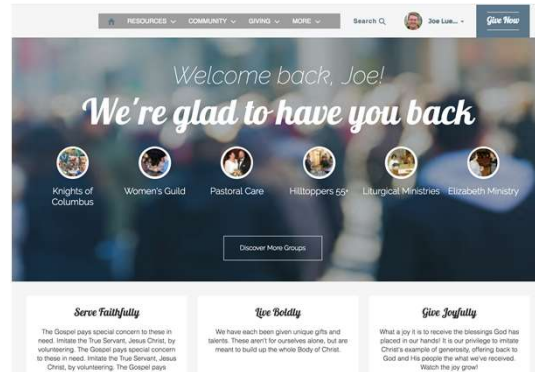
Over 350 non-profit
App customers

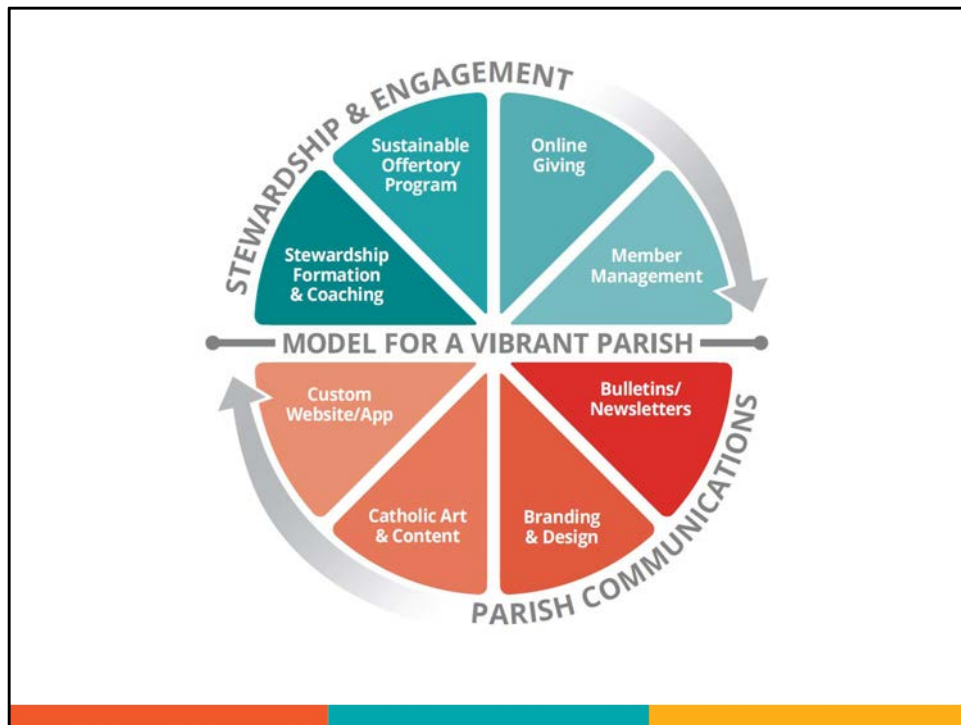


And this is just the start – Our goal is to provide services and solutions around them.

Our Evolution

Parishioner Engagement





Communication Strategies are an Intentional Path to a Vibrant Parish



Highlights bulletins as classic form of parish communication (*brief anecdote?*)
 23.9 mm readers 2.5MM copies
 41% read it
 74 consider very reliable



Acknowledges changing times, demographics, and modes of communication – more difficult to attract attention

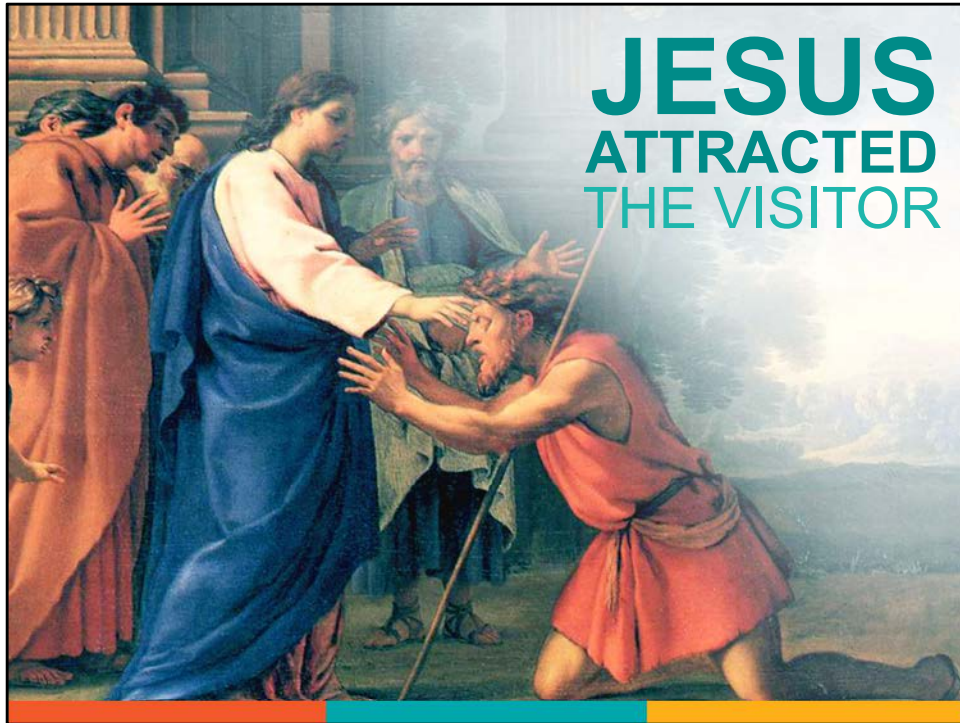


Unique nature of print communication - unlike a website, everyone in the pews leaves with a bulletin in hand

KEY CHARACTERISTICS OF JESUS' COMMUNICATION STRATEGY



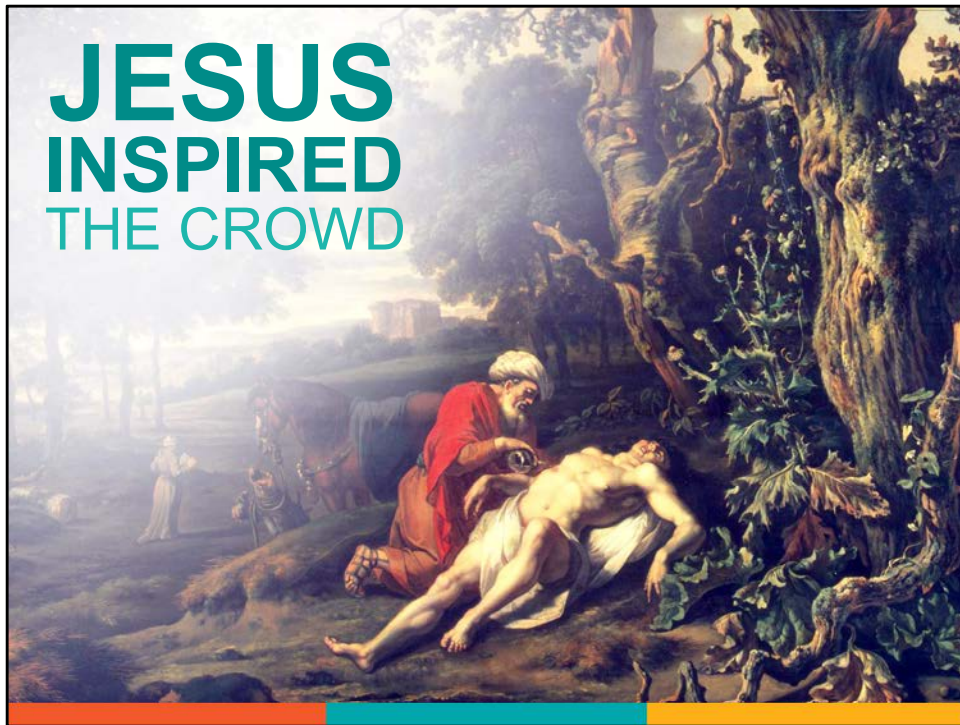
Introduce concept of looking at how Jesus communicated



Jesus Attracted the Visitor

"People kept coming to him from everywhere"

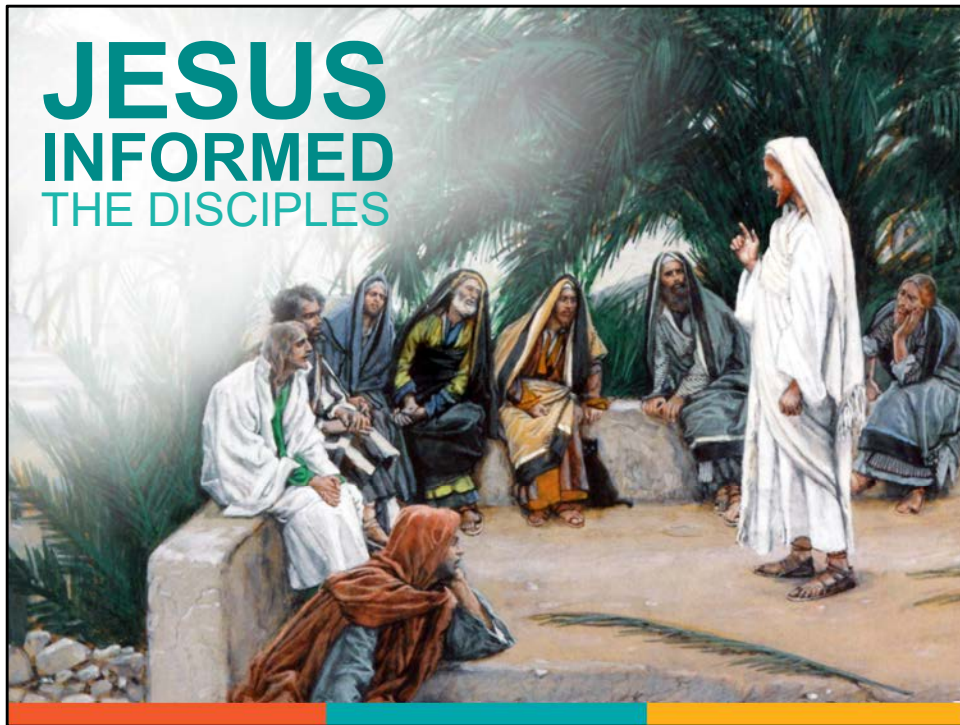
Attractive message, encounters of love



B. Jesus Inspired the Crowd

Spoke in relatable ways (parables, imagery rooted in daily lives)

Inspired people to first levels of conversion



Jesus gave more information to his disciples
Trained & commissioned them to follow in his footsteps



Transition to what this is like in parish setting

Quick examples of parish events falling in each of the categories each of those three stages (*i.e. attract is pet blessing, inspire is parish mission, inform is Catholicism series study group*)

Need to **attract** with beautiful, eye-catching visual material

Need to **inspire** through good story-telling

Need to **inform** with accessible truths of the faith



COLORS:

PRIMARY COLORS

Pantone 7687 C	C-95 M-84 Y-09 K-01
Pantone 7689 C	C-81 M-38 Y-02 K-00
Pantone 298 C	C-69 M-10 Y-00 K-00

SECONDARY COLORS

Pantone 721 C	C-13 M-38 Y-68 K-00
Pantone 7508 C	C-11 M-28 Y-62 K-00
Pantone 1345 C	C-02 M-16 Y-51 K-00

FONTS:

Calisto MT Bold

Clean versatile text that can be used for headlines, or body copy. If as a headline, stretch our the tracking, and use all caps for a greater impact.

Gill Sans MT Bold

Clean versatile text that can be used for headlines, or body copy. If as a headline, stretch our the tracking, and use all caps for a greater impact.

Great Vibes Regular

Should be used for headings, and text that needs to stand out or make an impact.

ATTRACT | Artistic Tools

"Graphic Standards" – basic advice, LPi plug
Modern, vibrant covers & clip art




Vibrant art; LPi Art & Media Portal,
Churchart.com
Pixabay.com



Appeal of beauty

Describe process St. Laurence went through for brand (Church architecture)

Selecting good art pieces, relevant photos



"THIS IS MY BODY"

Since a body present at the Blessed Sacrament, consecrated and experienced the sacramental presence during the Eucharistic Adoration, offered every day, around the clock, in the Chapel of Divine Mercy.

Prepared Eucharistic Adoration is a ritual of prayer before the Blessed Sacrament exposed in a monstrance. In Lenten penitential weeks as taking a continuous adoration of the Blessed Sacrament by committing to one (or several) hours a week as an Acolyte.

MAKE A HOLY HOUR THIS LENT

During Lent, we pray, fast and give alms. We invite you to make a weekly Holy Hour part of your Lenten observance this year. Best a whole as the presence. Renew your mind and know the grace.

Representatives from the Adoration Ministry are on the plaza today. Stop by for more information and learn how you can make a Holy Hour.

Email: coordinators@stlaurence.org or adoration@stlaurence.org

DEACON DON BURNS NAMED OUTSTANDING CLERGY

Congratulations to Deacon Don Burns who received the 2018 Outstanding Clergy of the Year award from the Galveston Houston Chapter of the Knights of Columbus. The award was presented by Cardinal Orlando and KC Chapter President John Muepke at the 14th Annual Clergy Appreciation Night on February 2. For 30 years, Deacon Don has served the people of Sugar Land through the parishes of St. Thomas, St. Thomas Aquinas and St. Lawrence, by leading baptism classes, facilitating marriage enrichment programs, serving as retreats and assisting in parish services. Thank you and congratulations to Deacon Don & Barry Butler!

FEB 11: WORLD MARRIAGE DAY

World Marriage Day honors husband and wife as the foundation of the family, the basic unit of society. It celebrates the beauty of their relationship, sacrifice and joy in daily married life. "This is what marriage is all about: man and woman working together, whereas the husband helps his wife to become ever more a woman, and whereas the woman has the task of helping her husband to become ever more a man. Here we see the reciprocity of difference... The love of Christ, which has blessed and sanctified the union of husband and wife, is able to sustain that love and to renew it when, humanly speaking, it becomes lost, wounded or worn out." Pope Francis

ARCHDIOCESEAN GUIDELINES FOR LENT

Following are Lenten observance guidelines for the Archdiocese of Galveston-Houston:

Prayer Fasting Missing

Ridays of Lent are days of abstinence. Ash Wednesday and Good Friday are days of fast and abstinence.

Ash Wednesday is also a universal day of fasting and abstinence throughout the entire Church this year, even though it falls on February 14, Valentine's Day.

Fasting breaks all persons who have completed their 14th birthday through those who have completed their 59th year, unless prevented by poor health. On days of fast, one full meal is allowed. Two other meals, sufficient to maintain strength, may be taken according to one's own needs. Fasting between meals is not allowed although fluids may be taken.

Abstinence breaks all persons who have completed their 14th birthday, unless prevented by poor health. On days of abstinence during Lent, the consumption of meat of animals or fish is not allowed. The Church strongly encourages the observance of Friday abstinence throughout the year, but failure to do so is not regarded as sinful.

Lent is a penitential season; religious practices such as daily Mass, recitation of the Sacrament of Penance, the devotion of the Stations of the Cross, works of charity and justice, and acts of self-denial are highly encouraged.

FRIDAYS IN LENT
BEGINNING FEBRUARY 16

STATIONS OF THE CROSS
In the Church
8:30pm - Liturgy of the Hours
7:00pm - Stations of the Cross

ACE FISH FEES
In the Parish Hall
5:00 - 8:00pm
Fish dinners with all the trimmings
\$11 for adults / \$5 for children

Come to a Church Chat
Let's hear from you!
Church Chats are small, informal meetings to talk about the parish, offered immediately following select Masses. Church Chats will be after these Mass times.

SUN, 2/11/18	7:15am
SUN, 2/11/18	7:30pm
SUN, 2/18/18	9:00am
SUN, 2/18/18	11:00am
SAT, 2/24/18	5:00pm
SUN, 2/25/18	5:00pm

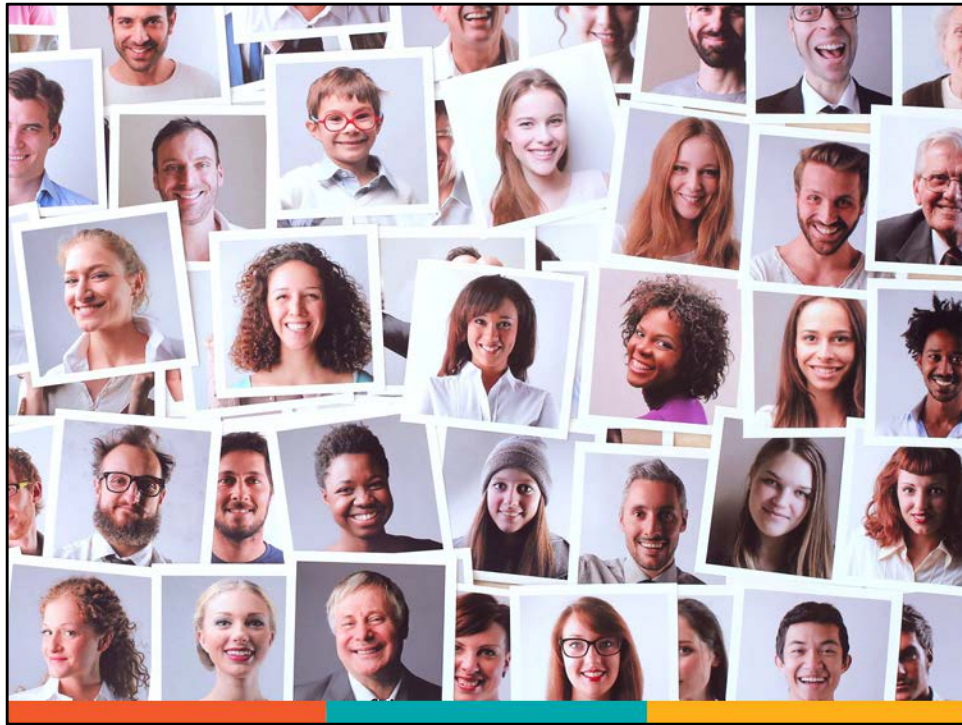
ON THE PLAZA THIS WEEKEND

ADORATION MINISTRY
MAKE A HOLY HOUR THIS LENT
Learn how today!

ST THOMAS ROUND-UP RAFFLE TICKETS
Grand prize is a 2018 Toyota Tacoma double cab pickup truck.
Tickets: \$5 each or \$10 for a book
All proceeds go to support the St. Thomas Tuxedo Assistance Fund

PD 11 | ST LAURENCE CATHOLIC CHURCH

Layout, insides



B. INSPIRE | Story-Telling

Why tell stories (about people & parish events)

List examples of options (parishioner profiles, “news articles” about events, faith stories, Q & A, etc.)



Story behind "Stewards Among Us" segment. Brief overview of how parishioner is picked, interviewed, etc.
Incorporation of photos into events listings

Serving Others

LENTE SERVICE PROJECTS

ARE YOU CALLED TO HELP REFUGEE CHILDREN?
Catholic Charities is seeking volunteer English language tutors to help refugee children who live in Catholic Charities foster homes in Fort Bend County. These youth typically come from war-torn and/or poverty-stricken countries and have been separated from their parents. Some may be victims of human trafficking and others may have been victims of sexual abuse. Please contact volunteer tutor coordinator L. Shaw (lshaw@atlaura.org) for more information about how you can help these youth learn to speak and read English.



FB FORT BEND SENIORS
Both in West & East, both West

Volunteer with FORT BEND SENIORS MEALS ON WHEELS
Volunteers are needed immediately in the following areas:
Meal Packing: pack meals in coolers for our volunteers one day a week (Mon-Fri) from 11am to 1pm at the Rosenberg Distribution Center.
Congregate Center: Volunteers hang out with seniors, play bingo, assist with activities, serve lunch, etc. 9:30am-12:30pm at the Rosenberg and Stafford Congregates.
Office Volunteer: provide light clerical support such as copying, filing, mail-outs, assembling packets, etc. 9am-5pm or upon your availability at the Rosenberg Administrative office.
Telephone Reassurance: make calls to our home-bound clients to ensure they have received their meal and to check on their well-being. This is a one-way to volunteer from the comfort of your home!
Get started TODAY by contacting Rick at 281-633-7717 or rick@fortbendseniors.org.

■ ■ PG 14 | ST LAURENCE CATHOLIC CHURCH ■ ■

Respect Life News

40 DAYS FOR LIFE
Prayer outside abortion facilities is powerful. Greater Voices for Life is sponsoring prayer on Mondays and Thursdays in Lent, from 9 am to 2 pm, in Sugarwood, outside a building where an all-glass performance abortion is in the office. Prayer at Planned Parenthood on the Gulf Freeway will be sponsored Friday, March 1, from 4:30 am to 6:30 pm. Links to the sign-ups can be found at www.atlaurens.org/lentprayer. Or sign up at the table in the plaza the next two weekends. Contact Peter McCreary at 281-265-7769 with questions.

PREGNANCY RESOURCE MEDICAL CENTER, 2118 Ave I in Rosenberg offers women the information and support they need to choose life for their child. They will be moving to their new building this spring and asking for monthly committed volunteers the year. Volunteers are needed to be trained as client advocates and in other capacities. Please call 281-323-2275 to inquire about volunteer opportunities.

MAR 18: PROJECT RACHEL
The loss of a child by abortion can leave a hole in one's heart, a hole so deep that sometimes it seems nothing can fill the emptiness. Project Rachel is the confidential and compassionate outreach to women and men who have had an abortion or been involved in an abortion decision. Its purpose is to foster reconciliation and healing between the person and Christ, His Church, the child and all other significant relationships. The next Day of Reflection is March 18, 2018 in English. Please contact Julie at 713-741-8728.



THE GIVING TREE
FEB 17-18 & 24-25
The Giving Tree, our Lenten Service Project, kicks off the weekend of Feb. 17. The Giving Tree projects the shades of the Social Concerns Workshop with much-needed household items. These items include everything from soap to pots and pans to gift cards and are used throughout the year to assist families referred to us through Catholic Charities Refugee Resettlement as well as parish and community families in need. The tag line will be on the pizza the weekends of Feb 17/18 and Feb 24/25.

■ ■ PG 15 | ST LAURENCE CATHOLIC CHURCH ■ ■

SERVICE OPPORTUNITIES

WEEKLY
MONDAYS: Our Daily Bread 9:30am, SCH Workroom
WEDNESDAYS: Copepans for a Cause 1:00pm, SCH Workroom

OTHER GREAT OPPORTUNITIES
Bingo: Call weekend Bingo games for nursing home residents at Sugar Land Health Care Center.
Birthday Celebrations: Organize for monthly birthday/ holiday celebrations at Sugar Land Health Care Center.
Child Advocates Snack Bags: Monthly assembly of 100+ snack bags for children.
Fresh Food Delivery: Twice a month, purchase and deliver fresh food to John Fisher food pantry.
Learn English Ministry: Teach English to non-English-speaking adults, no teaching or foreign language experience necessary.
Lunches of Love: Decorate lunch bags over 1,200 brown bag meals provided each week to children in Richmond-Rosenberg.
Village Programs: Matches parish families with families that struggle each month to make ends meet.
FOR MORE INFO ABOUT THESE AND OTHER GREAT WAYS TO SERVE OTHERS, GO TO www.atlaurens.org/social-concerns

WHAT WE NEED
You can help with these simple donations. Look around the house and see what you have to share and drop off at the parish office or in the SCH Donation bin in the church.
• men's clothing for residents of GRANT HOUSE, a halfway house for ex-prisoners: new underwear and gently used and new long & short-sleeved shirts, pants, socks, shoes, jackets, sweatshirts & sweatpants for MEN'S HOUSE, HOPELESS, REFUGEES
• new white crew socks, new white t-shirts (size large), pop-top, bag, individual parent towels, gloves for the HOPELESS
• birthday party gifts of new/unused toys, \$10-\$20 gift cards (Starbucks, Wal-Mart, Target, Walgreens) and children's books & small fleece blankets for CHILDREN IN SHELTERS
• family game nights for COUPONS FOR A CAUSE program, drop off in parish office or the Hospitality Desk in the Church
• Paper towels, toilet paper, laundry detergent, dishwashing liquid, disinfectant spray cleaners for PEOPLE IN CRISIS

■ ■ PG 15 | ST LAURENCE CATHOLIC CHURCH ■ ■

Local, interesting – not stock photos



C. INFORM | Content & Connections

Importance of formational content, plus include opportunities for formation



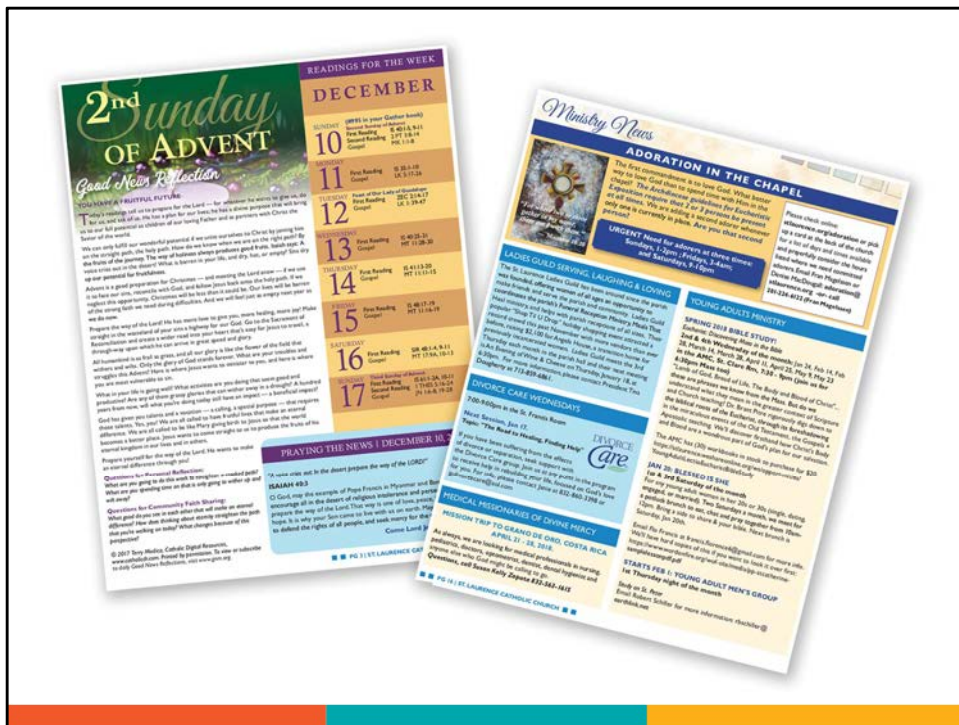
Insight into process of determining what goes into the bulletin
Sectional organization, flyers highlighting major events

BULLETIN PLANNER - 2017

2/27/18

2017	Events	Cover	Page 3 Letter	Flyer #1 (AFF)	Flyer #2	Flyer #3	Flyer #4
1-Jan	Solemnity of Mary	Solemnity of Mary	Good News Reflection	Jeff Cavins flyer	PASTORS CHALLENGE	Formed.org flyer	Come and See flyer
8-Jan	Epiphany	Epiphany	Good News Reflection	Come and See	PASTORS CHALLENGE	New Parishioners list	Family Service flyer
15-Jan	Baptism of the Lord	Respect for Life	Respect for Life	Choice Wine	Respect for Life	Santo Nino flyer	Family Night flyer
22-Jan	SLCS 25th Anniversary	School Letter	School Letter	Curtis Martin Super Bowl	School photos/flyer	School photos/flyer	Reconstruction Project
29-Jan	OSF Catholic Schools Week	Beardfish	Good News Reflection	Curtis Martin Super Bowl	HOW brochure	HOW brochure	Reconstruction Project
5-Feb	Scout Sunday	St. Laurence Scouts	Troop 828 Letter	Disciples on Journey	HOW brochure	HOW brochure	COR Worship Night
12-Feb	World Marriage Day	Disciples on Journey	Disciples on Journey	Disciples on Journey	HOW brochure	HOW brochure	Days of Enlightenment
19-Feb	Heart of Worship	Heart of Worship	Heart of Worship	Disciples on Journey	HOW brochure	HOW brochure	Family Service flyer
26-Feb	HOW Ash Weds	ENGAGE: Connect/Talk	WHAT: Connect/Talk	AFF series Shawn Carney	Lent CONNECT	Lent at St. Laurence	Days of Enlightenment
5-Mar	Lent	Lent at St. Laurence	Good News Reflection	Spring Separation Series	Lent at St. Laurence	CONNECT: Start Talking	COR Night flyer
12-Mar	Lent SPRING BREAK	Transfiguration	Good News Reflection	AFF series Debbie Jones	COR Night flyer	CONNECT: Start Talking	Dynamo Flyer
19-Mar	Lent	Woman at the Well	Good News Reflection	AFF series Debbie Jones	40 Days for Life	PASTORS CHALLENGE	Viet Lenten Retreat flyer
26-Mar	Lent	Blind Man	Good News Reflection	AFF series Debbie Jones	Pastoral Council Letter	PASTORS CHALLENGE	Formed.org
2-Apr	Lent	Lazarus	Holy Week Schedule	AFF series Debbie Jones	SLCS Auction	Let's Start Talking	Mens Conference flyer
9-Apr	Palm Sunday	Passion of the Lord	Holy Week Schedule	Come and See	ACTS Retreats	Let's Start Talking	New Parishioners List
16-Apr	EASTER SUNDAY	Easter Sunday	Fr. Drew Letter	Come and See	ACTS Retreats	Engaged Church Update	Fatima Anniversary
23-Apr	Divine Mercy Sunday	Divine Mercy Sunday	Divine Mercy Message	AFF series Fatima	COR Night flyer	Engaged Church Update	In the Heart of Home flyer
30-Apr		ACTS Retreats	ACTS Retreats	AFF series Fatima	Child Abuse Month flyer	COR Night flyer	Mens Conference flyer
7-May		Good Shepherd	Good News Reflection	Summer Intensive course	Fatima Anniversary	COR Night flyer	Spiritual Survey Results
14-May	Mothers Day	ENGAGE: Love/Thanks	WHAT: Love/Thanks	Formed.org	Catechesis Thank You 1	Catechesis Thank You 2	Explore Vocations Retreat
21-May		Womens Retreat	Womens Retreat	Fr. Goring - New Pentecost	Womens Retreat brochure	LDVE: Why Important	Holy Spirit Workshop
28-May	ASCENSION, Memorial Day, Parish Baby Shower	Ascension	Good News Reflection	Fr. Goring - New Pentecost	Holy Spirit Workshop	PASTORS CHALLENGE	Summer Parish Library
4-Jun	PENTECOST	Pentecost	Good News Reflection	Marriage Night - Dr. Rees	PASTORS CHALLENGE	ACTS Flyer (tentative)	Family Night flyer
11-Jun	Holy Trinity	Summer Service Projects	Summer Service Letter	Marriage Night - Dr. Rees	FTCM flyer	FTCM flyer	PASTORS CHALLENGE
18-Jun	CORPUS CHRISTI, Fathers Day, Fortnight for Freedom	Corpus Christi	Good News Reflection	Marriage Night - Dr. Rees	PASTORS CHALLENGE	Fortnight for Freedom	Life Awareness Vocations
25-Jun	Strouvenville	Be Bold (gospel)	Good News Reflection	Current threats to religious	Fortnight for Freedom	Fortnight for Freedom	Summer Youth Ministry
2-Jul	Independence Day	Fortnight for Freedom	Fortnight Prayer	FORMED JULY FLYER	Stewardship Conference	Stewardship Conference	What Age Cell Phone
9-Jul		SOM Shoe Drive	Shoe Drive Letter	New Evangelization	Stewardship Conference	Stewardship Conference	Family Night flyer
16-Jul		Parable of Sower	Good News Reflection	Apologitics	Stewardship Conference	Stewardship Conference	Family Night flyer
23-Jul		Parable of Weeds	Good News Reflection	Apologitics	New Parishioners List	New Parishioners Form	Family Night flyer
30-Jul		Kingdom of God	Good News Reflection	Night w/Steve Bollman	Women's Retreat	Divine Mercy Study	RCIA
6-Aug	St. Laurence Feast (AUG 10)	Transfiguration	Good News Reflection	Evangelization	RCIA	Family Night flyer	Divine Mercy Study
13-Aug	Assumption (AUG 15)	Parish Theme	Turn Back Soul to Rest	Night w/Steve Bollman	Re-Membering Church	Arise Night of Worship	Family Night flyer

Plan ahead!



Incorporating liturgically-relevant content



Reaffirm opportunity for bulletin to be attractive, inspirational, informative – something people WANT to pick up, enriches life

 WE HELP OUR CUSTOMERS
change the world.



Questions?