WELCOME!

Download the app. Search "myParish" in your app store. Once downloaded search for "360 Workshop".

Wifi Info:

Password:





The Heart of Communication



Your Job is Foundational!

"Everyone then who hears these words of mine and acts on them will be like a wise man who built his house on rock."

Matthew 7:24



Theme for 2019 World Communication Day

We are members one of another (Eph 4,25)

From Network Community to Human Communities

The theme underlines the importance of giving back to communication a broad perspective, based on the person, and emphasizes the value of interaction always understood as dialogue and as an opportunity to meet with others.

Let's Look at Catholic Communication

More than marketing

The Word became Flesh

St. Augustine

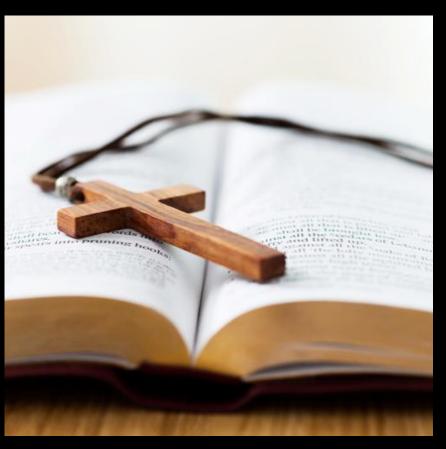
Creation





Marketing vs. Catholic Communication

The Word Became Flesh







God Created

Let us make mankind in our image



Take Aways

More than marketing

• Bringing people to Jesus

The Word became Flesh

• Inviting people into relationship

St. Augustine

Witness to the Gospel

Creation

• We participate in God's divinity







The Anatomy of a Message

Head What

Heart Why

Eyes Who

Feet How



The Head

- Information
- Dates
- Times
- Schedule
- Call to action



The Heart

What is the purpose?

Inspiration

Make it personal

Maintenance Vs. Mission





Inspiration Vs. Information

Information

Bring your canned and dry goods to the parish between 12-2pm on 10/12/19.

Inspiration

Pope Francis calls all
Christians to care for the poor.
Let's take up this call as a
parish and help those in our
community.

Mission

Pope Francis calls all Christians to care for the poor. Let's take up this call as a parish and help those in our community. Please bring your canned and dry goods to the Parish between 12-2pm on 4/5/18.

MISSION FOCUS

Information

The Parish has been assessed \$95,000 by the Diocese. Please turn your checks in after mass.

Inspiration

Finding your God given vocation can be a daunting task for young people in our community. Your donation goes directly to our seminary to help foster vocations within our diocese.

Mission

Finding your God given vocation can be a daunting task for young people in our community. Your donation goes directly to our seminary to help foster vocations within our diocese. The Parish has been assessed \$95,000 for the annual appeal. We have made it easy for you. Donate on our website or turn in your checks at the collection.

Take Aways

 Speak from and to the heart

Keep a mission focus

Watch your information to inspiration ratio





Know your audience

Use analytics

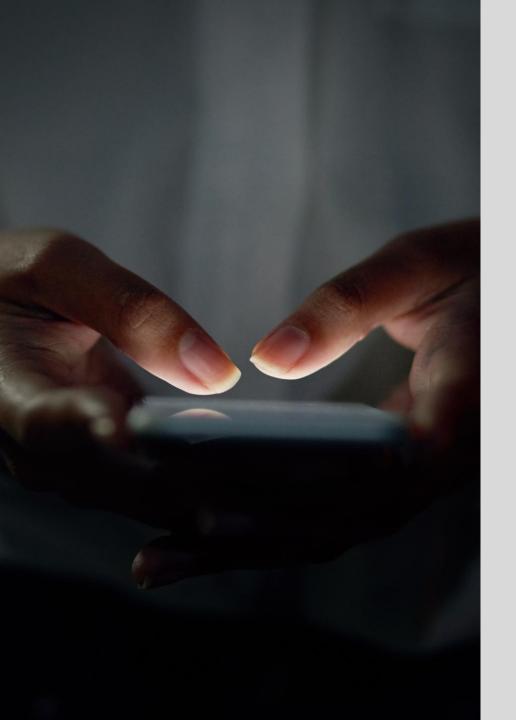
Engage in your community

Who should it reach?



Pray, pray, pray!

Remember the point of Catholic communication
Increase your Inspiration to Information Ratio
Use analytics and know your audience
Use every channel



Remember that behind each device, bulletin, and post, there is a real person who is loved by God.

10 min break Questions? Ask the Experts: lunch

