

TEMPLATE FOR PARISH COMMUNICATIONS

KEY AUDIENCES	DESIRED OUTCOME	KEY MESSAGES	METHODOLOGY
<p>Engaged & Registered Parishioners</p> <ul style="list-style-type: none"> Older Middle aged Younger Speakers of other languages 	Become Missionary Disciples	<p>You have been called for a greater purpose.</p> <p>Your extraordinary faith can inspire others.</p>	Bulletin, homily, social media, text, events, personal invite, email, one-on-one, projection screen, video, signage
<p>Inactive Registered Parishioners</p> <ul style="list-style-type: none"> Older Middle aged Younger Speakers of other languages 	Get engaged and participate regularly	<p>The Church is your family – and needs you.</p> <p>God wants to draw closer to you.</p> <p>You have gifts that can make our parish better.</p>	Bulletin, direct mail, social media, phone, text, surveys, personal invite, homily, events, one-on-one, projection screen, video, signage
<p>Inactive Non-Registered Parishioners</p> <ul style="list-style-type: none"> Middle aged Younger Speakers of other languages 	Get registered. Get involved.	<p>Take a leap of faith and get involved.</p> <p>We are a family and we are here for you.</p> <p>You have gifts that can make our parish better.</p>	Bulletin, social media, homily, personal invite, events, small Christian communities, one-on-one, projection screen, video, signage
Snowbird Registered Parishioners	Become Missionary Disciples	<p>We're connected in faith.</p> <p>We are here for you year-round.</p>	Mail, email, social media, conference calls, webinars, live streaming, directories, mailed bulletins, one-on-one

		Your prayers are vital.	
Donors	Become Missionary Disciples	<p>You have been called for a greater purpose.</p> <p>Your extraordinary faith can inspire others.</p> <p>Your prayers are vital.</p>	Email, homilies, direct mail, social media, website, events, phone calls, small gatherings, appreciation events, one-on-one, projection screen, video, signage
Volunteers	Become Missionary Disciples	<p>You have been called for a greater purpose.</p> <p>Your extraordinary faith can inspire others.</p>	Email, homilies, direct mail, social media, website, events, phone calls, small gatherings, appreciation events, one-on-one, projection screen, video, signage
Ministry Leaders	Become Missionary Disciples	<p>You have been called for a greater purpose.</p> <p>Your extraordinary faith can inspire others.</p> <p>Your prayers are vital.</p>	Email, homilies, direct mail, social media, website, events, one-on-one, projection screen, video, signage
Staff	Become Missionary Disciples	<p>You have been called for a greater purpose.</p> <p>Your extraordinary faith can inspire others.</p> <p>Your prayers are vital.</p>	Email, direct mail, social media, website, events, retreats, service
Neighbors	Become Fans of the parish	<p>We seek to improve this community together.</p> <p>We are praying for all and welcome all.</p>	Open houses, direct mail annual reports or newsletters, sponsoring local community events, service, advertising

Local Media	Become Fans of the parish	We seek to improve this community together. We are praying for all and welcome all.	Open houses, press releases about milestones, service, events, outreach for the community, advertising
Critics	Be Neutral about the parish	We are always seeking to improve. Your prayers are vital.	Humility, kindness in response letters, social media, invitation to learn more, advertising
Faith Formation Students & Families	Become Engaged	God wants to draw closer to you.	Email, direct mail, bulletin, social media, flyers, announcements, events, personal invitation, projection screen, video, signage
Catholic School Students & Families	Become Missionary Disciples	You have been called for a greater purpose. Your extraordinary faith can inspire others.	Email, direct mail, bulletin, social media, flyers, announcements, events, personal invitation, projection screen, video, signage
Former Parishioners	Become Fans	We're connected in faith.	Email, website, reunion events, media announcements, advertising