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Navigating Church Communications

Print + Digital + Office

COMMUNICATIONS GUIDE



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Our Why for your why

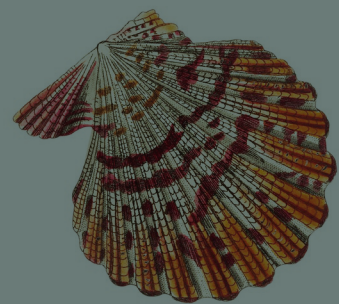
At the heart of it, we want to help you bring people to Christ.

From our beginning, we have chosen to specifically serve the Catholic Church by means of building communication tools to help dioceses and parishes connect people with the life of the Church, spread the Word of God, and build the body of Christ.



How to get there

Know your destination, and how to use the tools at your disposal to get there. Much as pilgrims on dangerous roads or sailors on turbulent seas utilize all means at their disposal to find their way, so it is important to understand and strategically use a variety of communication tools to effectively reach people in our changing world.

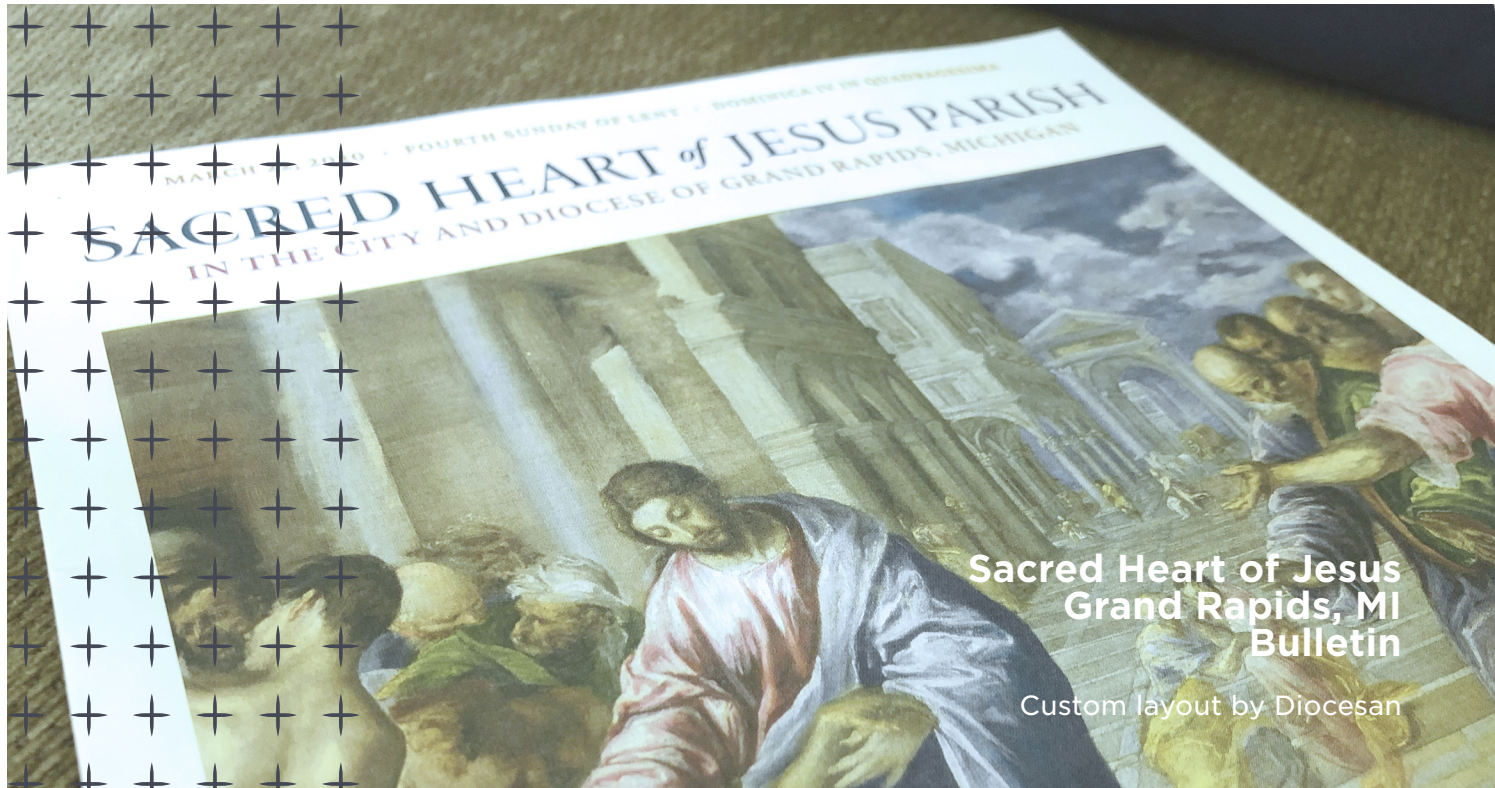


The scallop shell has long been associated with pilgrims. Practically used for drinking water from streams along the way. It is also the symbol for finding one's way along the Camino de Santiago in Spain.

Camino de Santiago

Photo by Jon Tyson





Print

Offering a rich and satisfying experience to the senses, print excels in its ability to access the deep memory of the viewer because of a natural reading flow and tactile experience.

Be versatile and reach more people with easy cross-over to digital for a multi-channel presence.



BULLETINS

WITHSTANDING THE
TEST OF TIME

Flexible form (print and digital), function, and predictable publication continue to make the parish bulletin the most relied-upon means of church communication across the country, to this day.

STRATEGIES

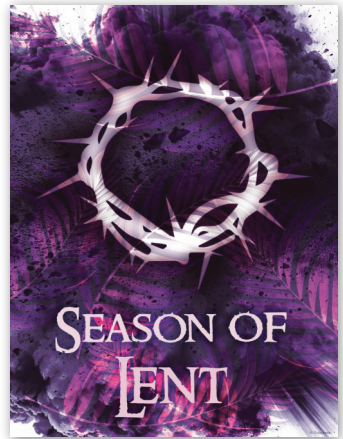
How to get the most out of your bulletin

Thoughtful content and layout

More is not better

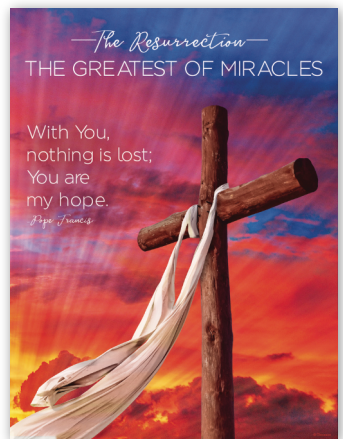
Attractive design

CONTINUED NEXT PAGE



SEASON OF LENT

Striking color and design



EASTER

Beautiful, modern, fresh



MOTHER'S DAY

Attractive, soothing, modern

STRATEGIES CONTINUED

Limit number of fonts

Less busy and cluttered

Digital cross-over and distribution

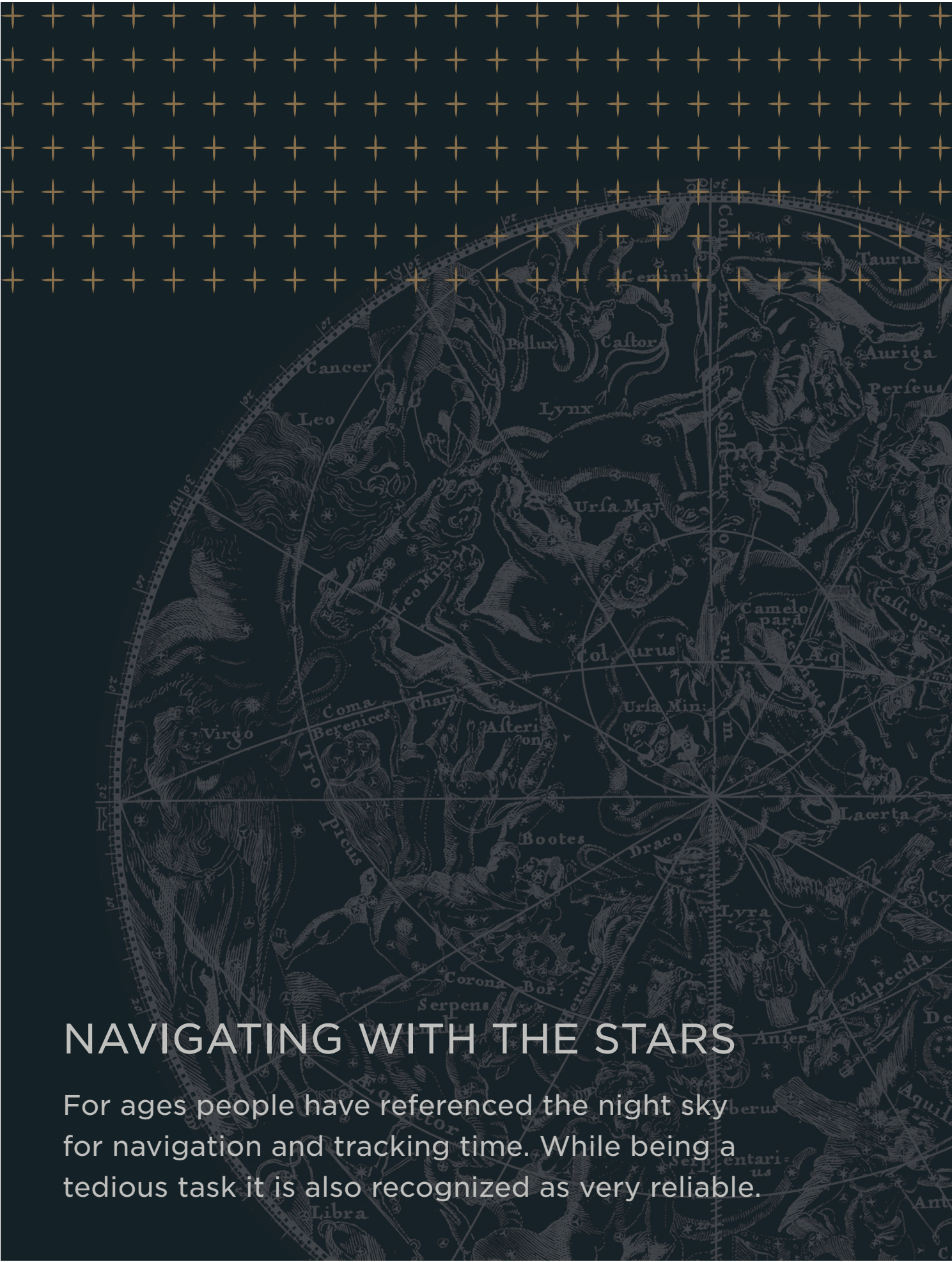
Parish, Website, Social, App

Information and Inspiration

Share common theme

HOW WE HELP YOU

We make your weekly bulletin automatically available on DiscoverMass.com where people can easily subscribe, and if your parish uses myParish App, then the bulletin is just a tap away. Also, ask us about automatically adding it to your website as well.

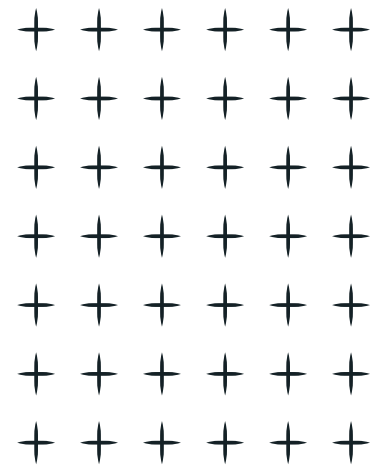


NAVIGATING WITH THE STARS

For ages people have referenced the night sky for navigation and tracking time. While being a tedious task it is also recognized as very reliable.

BANNERS

GETTING ATTENTION



Offering a rich and satisfying experience to the senses, print excels in its ability to access the deeper memory of the viewer because of a more contemplative reading flow and tactile experience.

STRATEGIES

How to get the most out of your banner

Thoughtful placement

More is not better

Attractive design



Saint Rocco

Pilgrim, Patron of protection from plagues

Derived from Saint Roch. Engraving by F. Ludy after K.A.H. Mücke. Wellcome Collection. Attribution 4.0 International (CC BY 4.0)

HOW WE HELP YOU

Recognizing the challenge associated with changing a banner, we worked with our manufacturer to customize the banner stand to allow a quicker banner change experience that is specifically designed for ease-of-use.



Exclusive “Quick Change” banner stand





CUSTOM PRINTING

CUSTOM FOR EVERY NEED

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STRATEGIES

- Thoughtful placement
- More is not better
- Attractive design

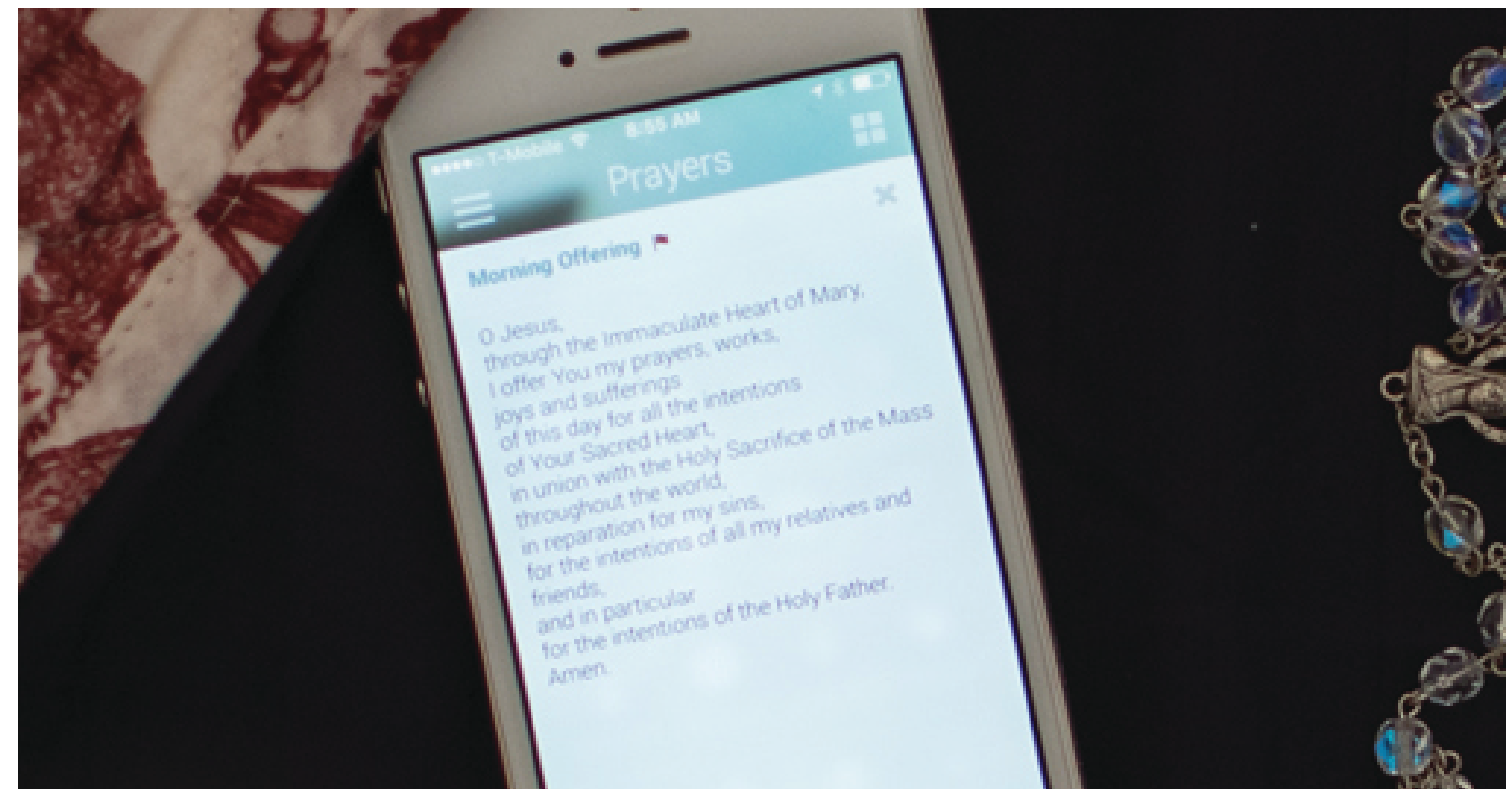


HOW WE HELP YOU

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Wayfinding

Photo by Christopher Rusev



Digital

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MYPARISH APP

YOUR MOBILE CONNECTION

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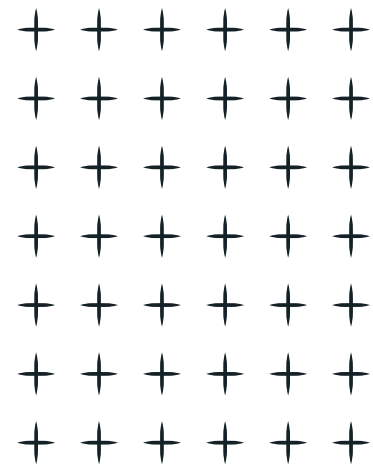
STRATEGIES

How to get the most out of your banner

Thoughtful placement

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Attractive design



WEBSITES

ONLINE PARISH HOME

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How to get the most out of your banner

Thoughtful placement

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Attractive design



DISCOVERMASS

MASS OUTREACH

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STRATEGIES

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Thoughtful placement

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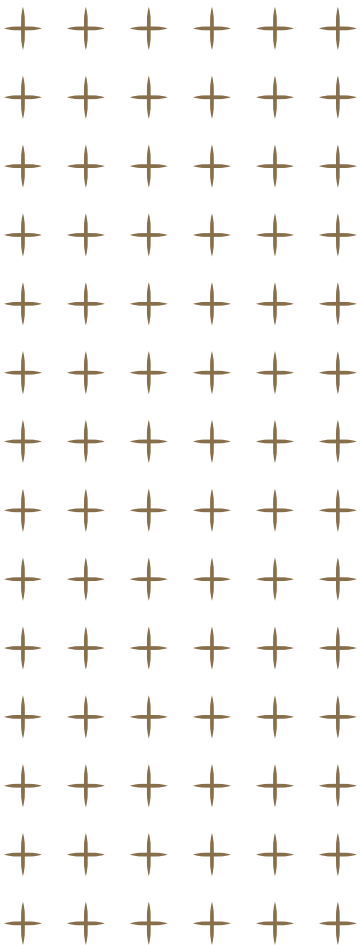
Rifugio Auronzo, Localita' Forcella
Longeres, Italy

Photo by Paul Gilmore

What lies ahead

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Help navigating rough waters

Remember Christ is ultimately steering this ship. We just have to listen and cooperate with Him.

We are here for you the whole way, because it is what the Lord has tasked us with.



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