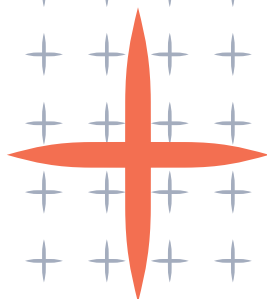


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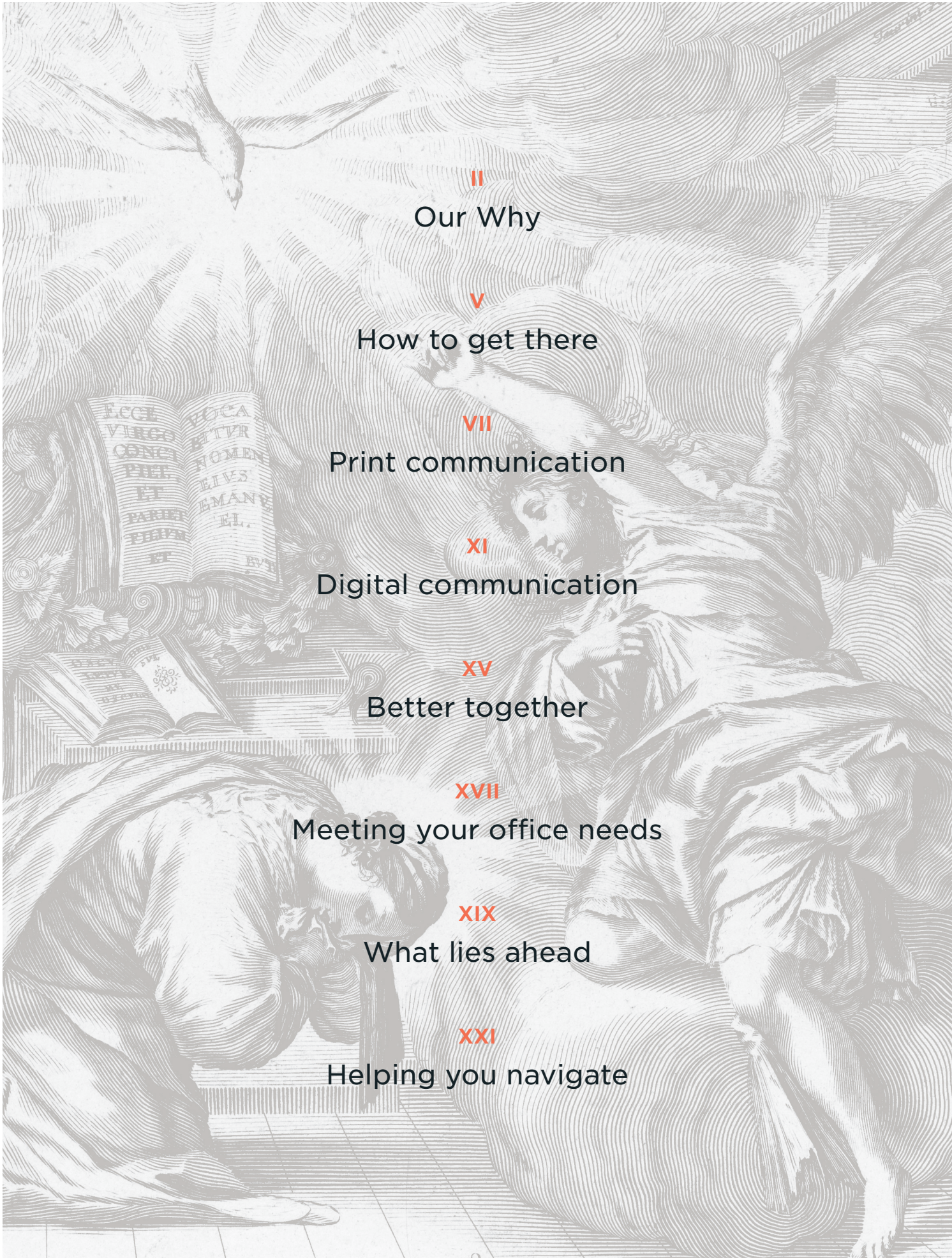
DIOCESAN

**Successfully Navigating Church Communications**

Print + Digital + Office

COMMUNICATIONS GUIDE





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Our Why

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Print communication

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Digital communication

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Helping you navigate

# Our 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

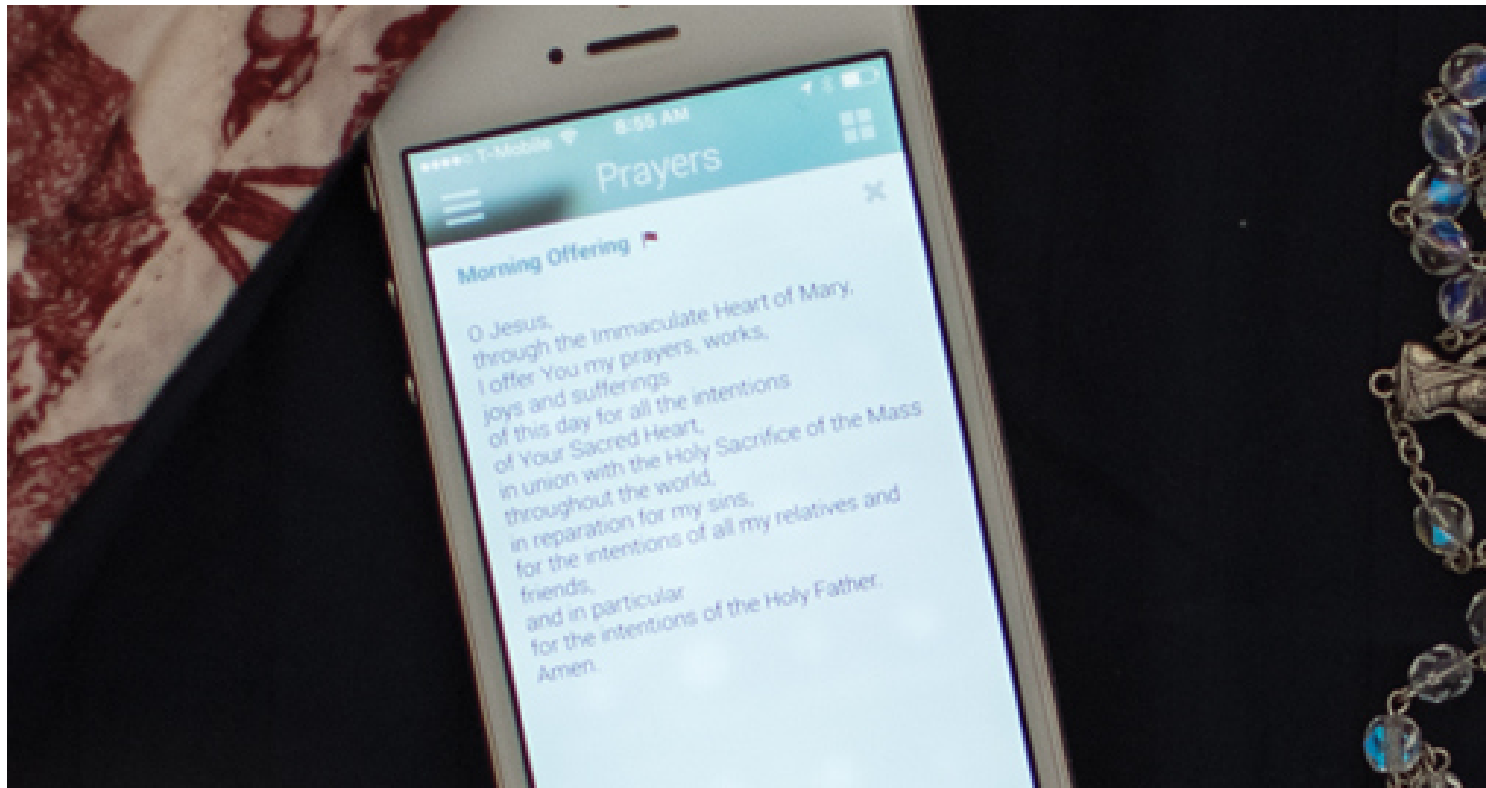
Know your destination, and how to best use the tools at your disposal to get there. Much as pilgrims on dangerous roads or sailors on turbulent seas utilize all means at their disposal to find their way, so it is important to understand and strategically use a variety of communication tools to effectively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







# Digital

Digital communication is essential to reaching people in your community and beyond. Most people now regardless of age or demographic utilize some form of digital (email, texting, app, etc.) to interact with family or friends.

Digital allows you to get information to more people faster, and maintain a connection when apart.



## INTEGRATED DIGITAL OUTLOOK

A COMPREHENSIVE DIGITAL PACK

Not all digital tools are the same and not all channels reach the same people. Because of a variety of preferences among people, a diverse and well integrated strategy is essential to reaching everyone and addressing new or unexpected needs that arise.

### Evangelus

Email, texting, social media, myParish app, and web posting.

### myParish App

Push notifications and faith-building resources

### DiscoverMass

Mass times and digital bulletin



### Website

Reference for parish information and resources

### Identify opportunities for cross-over

The strongest communication strategies will incorporate cross-over between both digital and print channels.



# GENERAL COMMUNICATIONS

EVANGELUS | MYPARISH APP | DISCOVERMASS | WEBSITE | *DIGITAL CROSSOVER*

Offering a rich and satisfying experience to the senses, print excels in its ability to access the deeper memory.

General communication

Urgent Messages

Event promotion/reminders

Inspiration/Spiritual formation

# URGENT MESSAGES

EVANGELUS | MYPARISH APP

Offering a rich and satisfying experience to the senses, print excels in its ability to access the deeper memory.

## STRATEGIES

**Thoughtful placement**

**More is not better**

**Attractive design**





# EVENT PROMOTION

EVANGELUS | MYPARISH APP | DISCOVERMASS | WEBSITE | DIGITAL CROSSOVER

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

# SPIRITUAL INSPIRATION/FORMATION

EVANGELUS | MYPARISH APP | DISCOVERMASS | WEBSITE | DIGITAL CROSSOVER

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

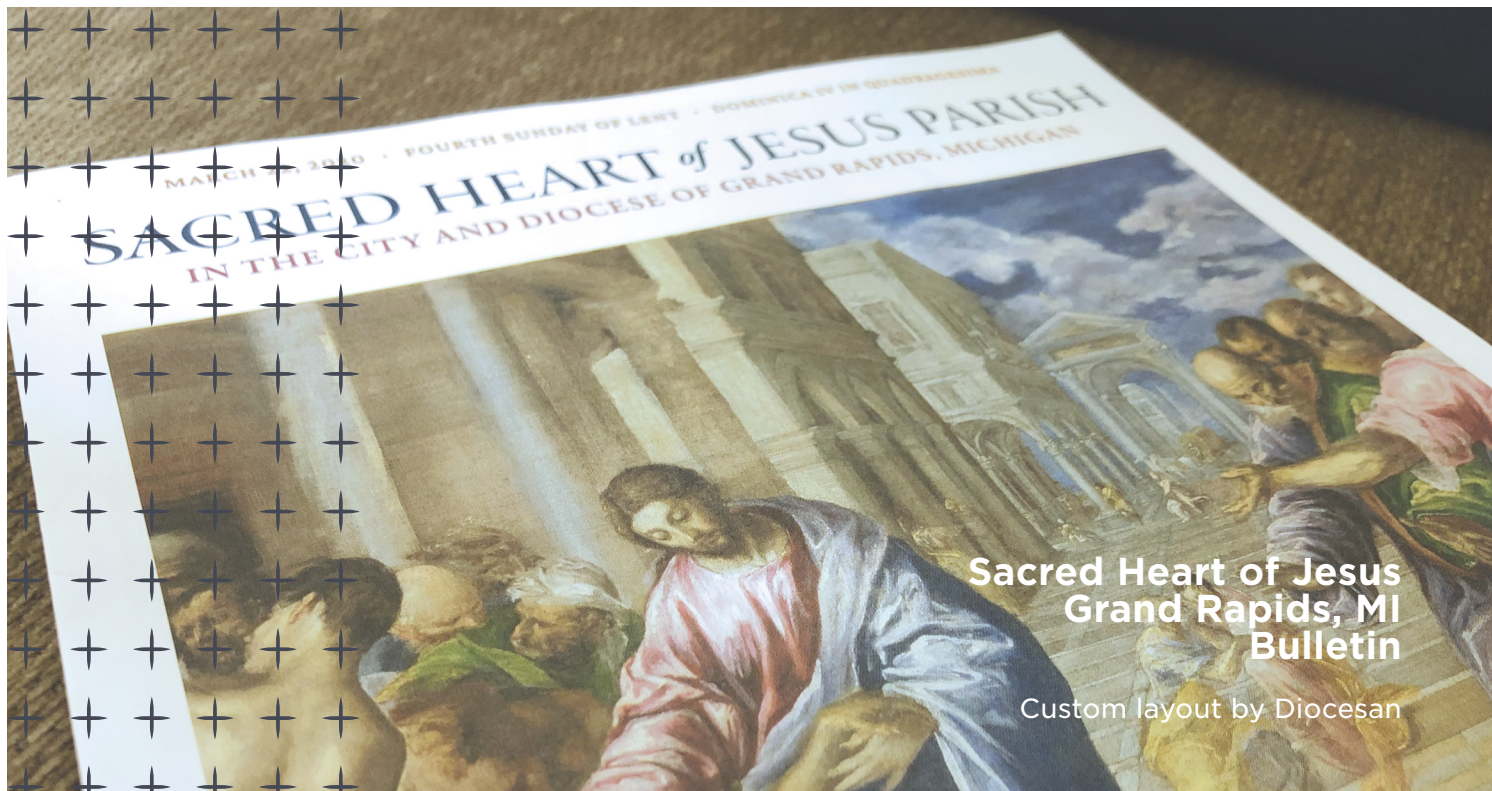
How to get the most out of your banner

Thoughtful placement

More is not better

Attractive design





*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.

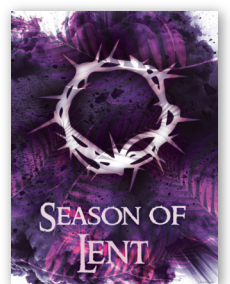
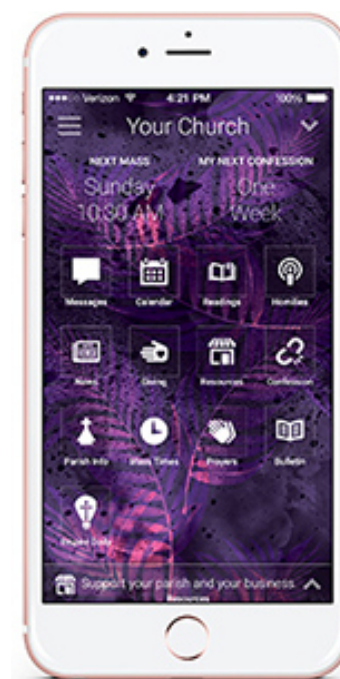
Be versatile and reach more people with easy cross-over to digital for a multi-channel presence.



## INTEGRATED PRINT OUTLOOK

A COMPREHENSIVE DIGITAL PACK

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.





# GENERAL COMMUNICATIONS

BULLETIN | *DIGITAL CROSSOVER*

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

Limit number of fonts

Less busy and cluttered

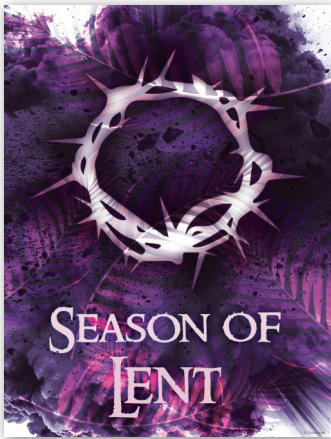
Digital cross-over and distribution

Parish, Website, Social, App

Information and Inspiration

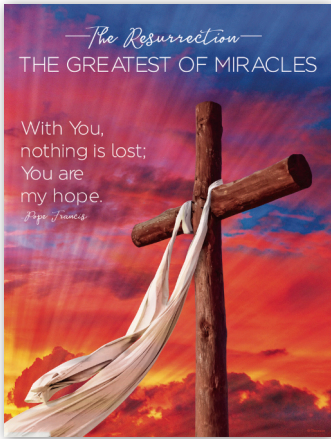
Share common theme

**CONTINUED NEXT PAGE**  
Promote other channels



SEASON OF LENT

Striking color and design



EASTER

Beautiful, modern, fresh



MOTHER'S DAY

Attractive, soothing, modern

# EVENT PROMOTION

BULLETIN | **BANNERS** | **A-FRAME** | *DIGITAL CROSSOVER*

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

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Attractive design

Limit number of fonts

Less busy and cluttered

Digital cross-over and distribution

Parish, Website, Social, App

Information and Inspiration

Share common theme

Promote other channels



# LITURGICAL CELEBRATION

BULLETIN | BANNERS | POSTERS | PRAYER CARDS | *DIGITAL CROSSOVER*

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.

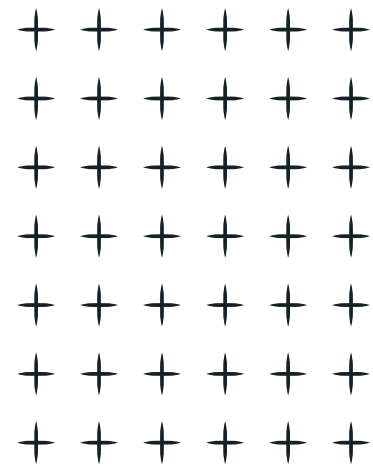
## STRATEGIES

How to get the most out of your banner

Thoughtful placement

More is not better

Attractive design



## HOW WE HELP YOU

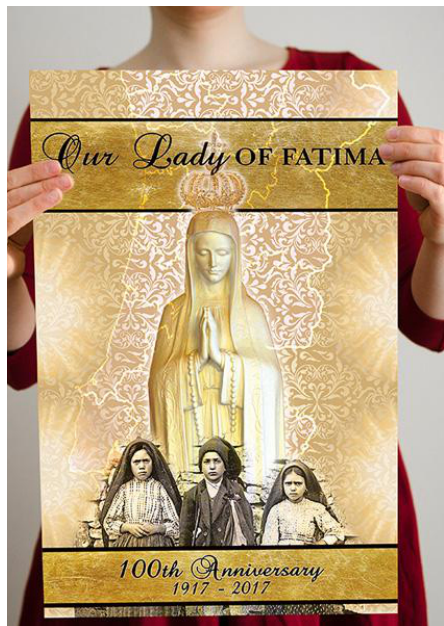
Recognizing the challenge associated with changing a banner, we worked with our manufacturer to customize the banner stand to allow a quicker banner change experience that is specifically designed for ease-of-use.



Exclusive “Quick Change” banner stand







## CUSTOM PRINTING

CUSTOM FOR EVERY NEED

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

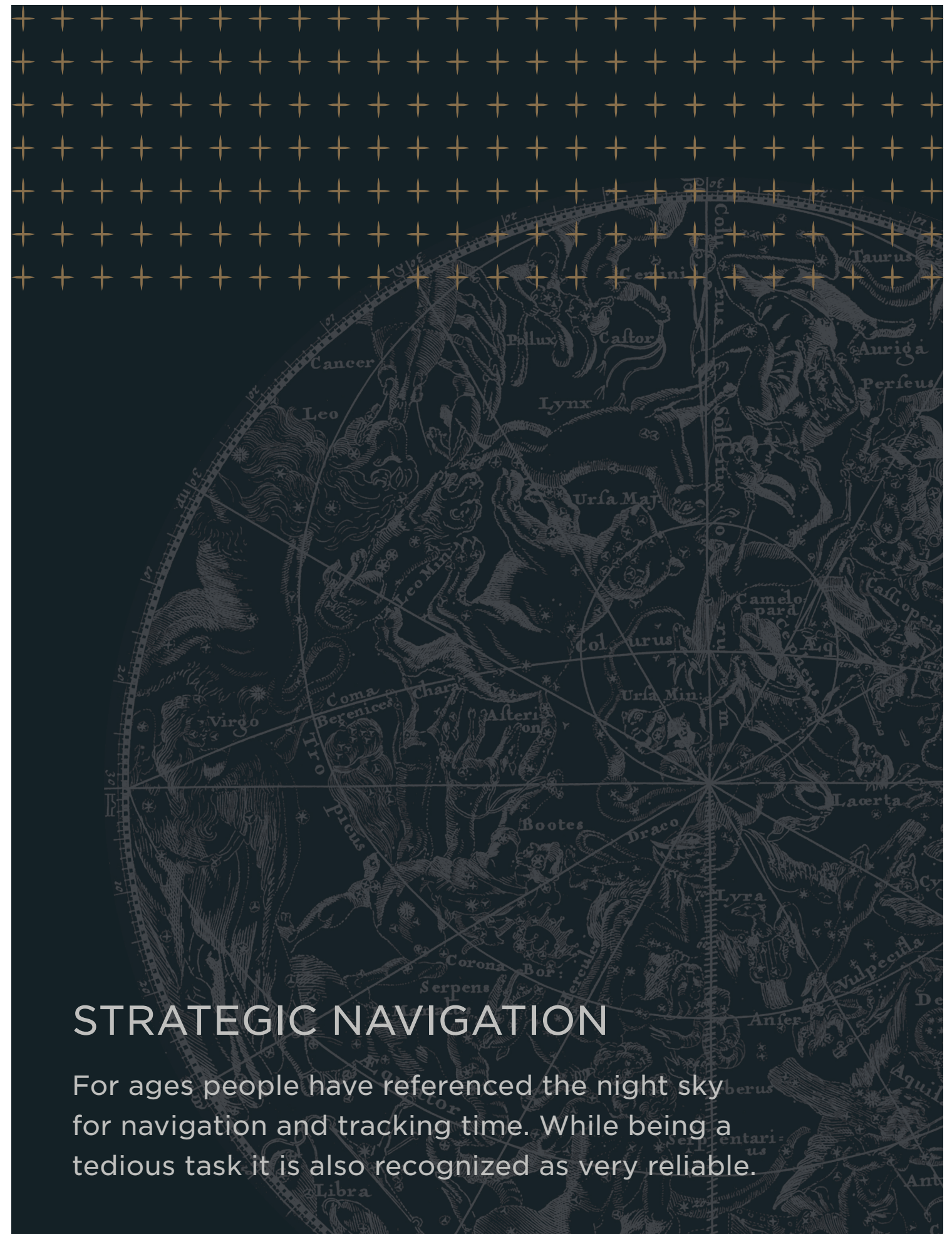
Thoughtful placement

More is not better

Attractive design

## HOW WE HELP YOU

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



## STRATEGIC NAVIGATION

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.





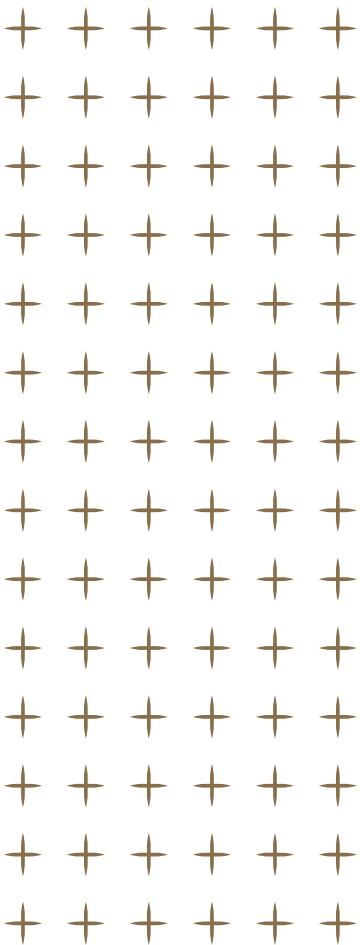
Rifugio Auronzo, Localita' Forcella  
Longeres, Italy

Photo by Paul Gilmore

# What lies ahead

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.





# *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.



**N**

