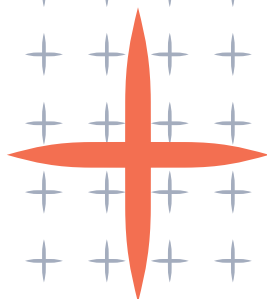


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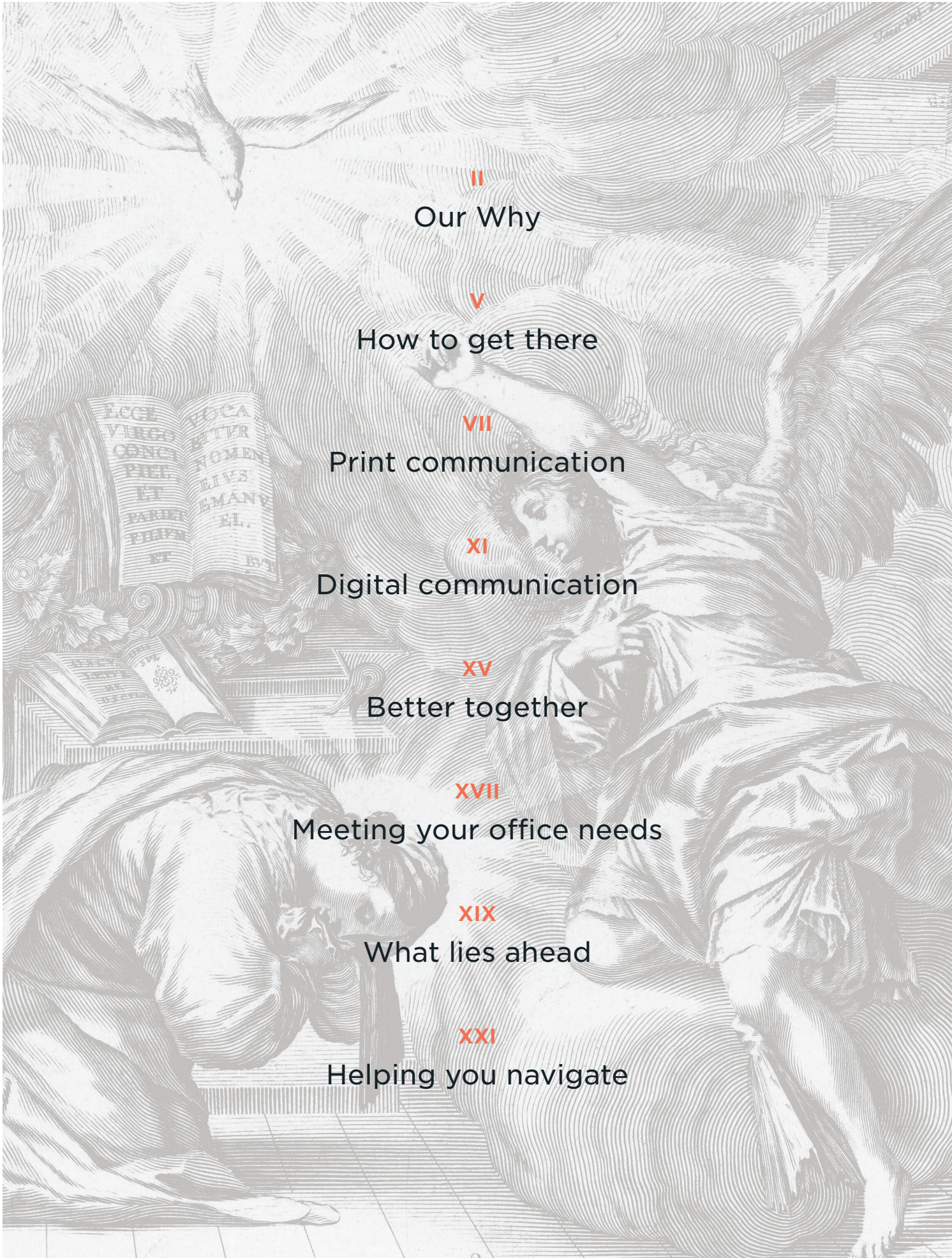
DIOCESAN

**Successfully Navigating Church Communications**

Print + Digital + Office

COMMUNICATIONS GUIDE





# 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

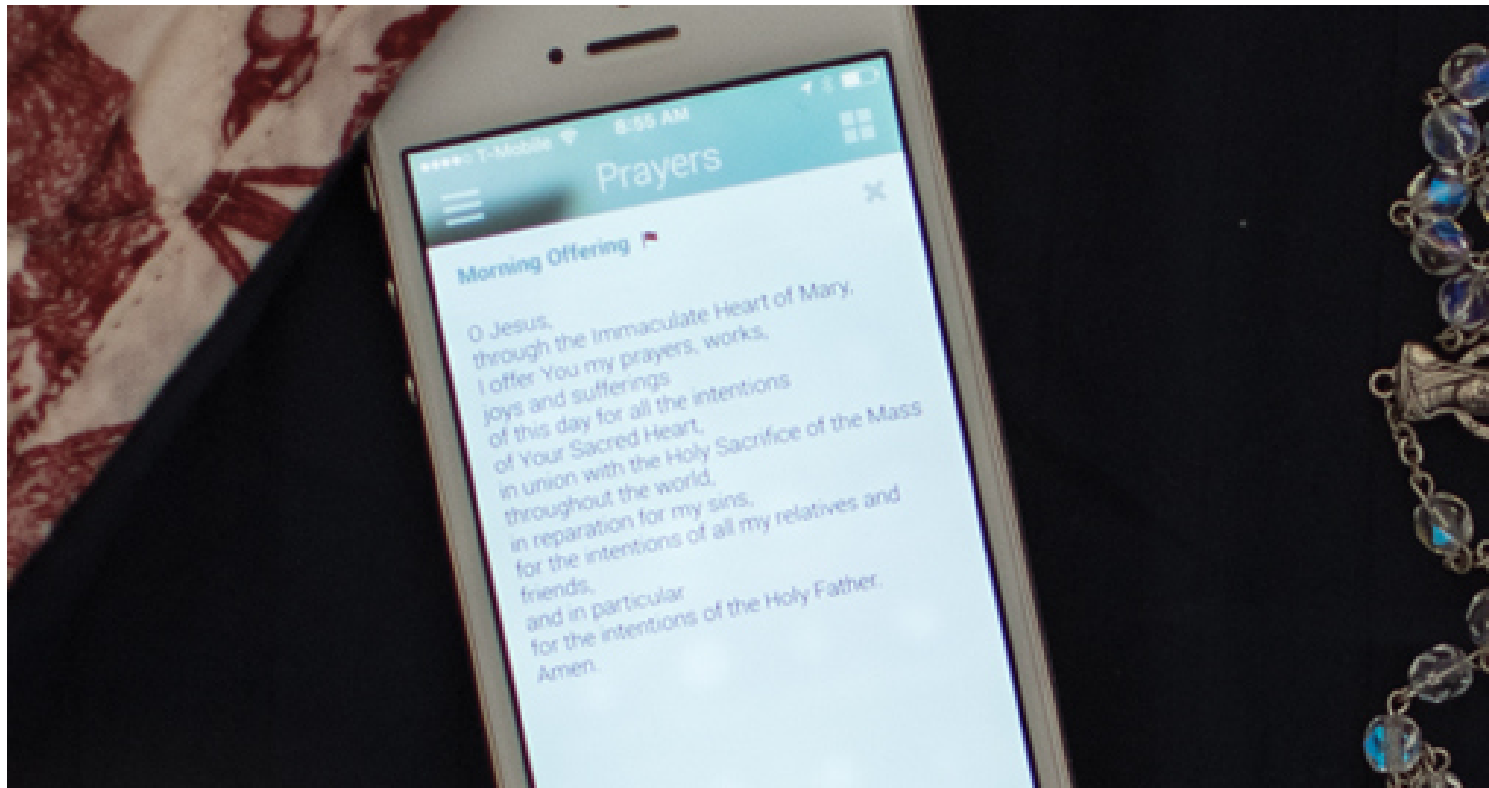
Know your destination, and how to best use the tools at your disposal to get there. Much as pilgrims on dangerous roads or sailors on turbulent seas utilize all means at their disposal to find their way, so it is important to understand and strategically use a variety of communication tools to effectively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







# INTEGRATED COMMUNICATION

A COMPREHENSIVE APPROACH

When used together, both digital and print communication can enable you to reach more people, faster, and more effectively than either individually. Since every person has their own communication preferences, a diverse and well integrated strategy is essential to reaching everyone and addressing new or unexpected needs that arise.

The following guidelines offer strategies to help you optimize the use of your communication channels in addressing your specific community needs.

## Evangelus

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

## myParish App

Push notifications and faith-building resources

## Bulletin

Print and Digital



## Website

Reference for parish information and resources

# Digital & Print

While the way we communicate has evolved throughout history, especially with the onset of the digital age, recent years have shown both digital and print as the most relied upon for our time. Digital communication excels in speed, immediacy, and ease-of-access. While print media is strong in its reading experience, visual aesthetic, and sense of reliability.

Together, they are both more effective at reaching people.



# GENERAL ANNOUNCEMENTS

EVANGELUS | MYPARISH APP | BULLETIN | WEBSITE

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

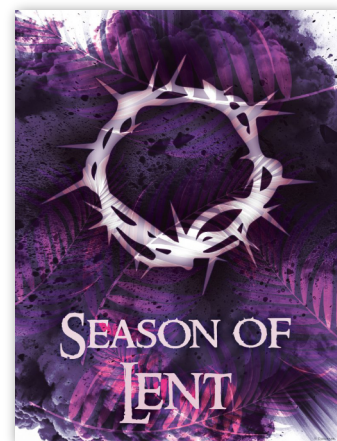
Digital cross-over and distribution

Parish, Website, Social, App

Information and Inspiration

Share common theme

Promote other channels



# URGENT MESSAGES

EVANGELUS | MYPARISH APP

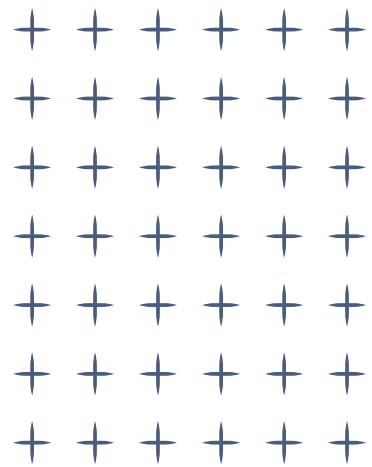
Offering a rich and satisfying experience to the senses, print excels in its ability to access the deeper memory.

## STRATEGIES

Thoughtful placement

More is not better

Attractive design





# EVENT PROMOTION

EVANGELUS | MYPARISH APP | BULLETIN | WEBSITE | BANNERS | A-FRAME

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 | BULLETIN | WEBSITE

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

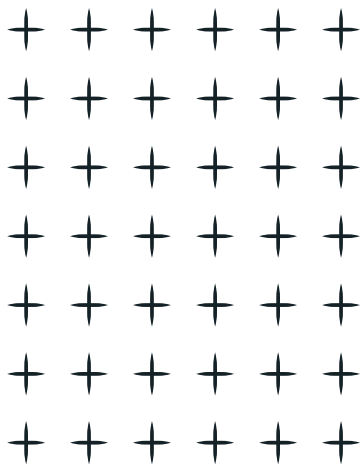
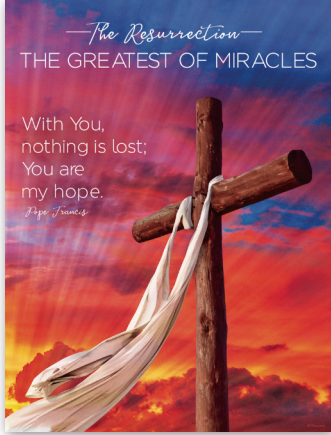
Thoughtful placement

More is not better

Attractive design



# LITURGICAL CELEBRATION



EVANGELUS | MYPARISH APP | BULLETIN | BANNERS | POSTERS | PRAYER CARDS

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

# SOLUMN COMMEMORATION

EVANGELUS | BULLETIN | PRAYER CARDS | WEBSITE | BANNERS

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

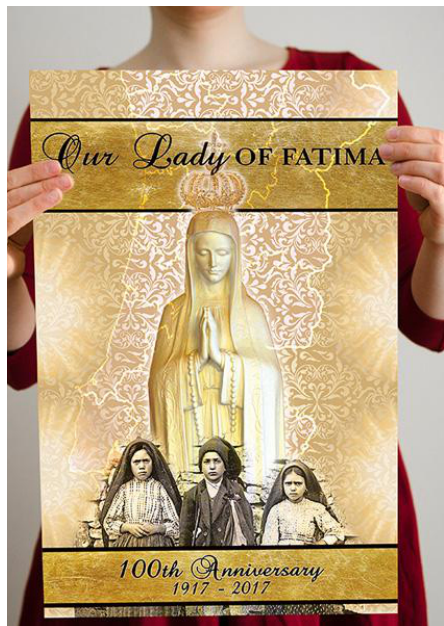
How to get the most out of your banner

Thoughtful placement

More is not better

Attractive design





## CUSTOM NEEDS

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

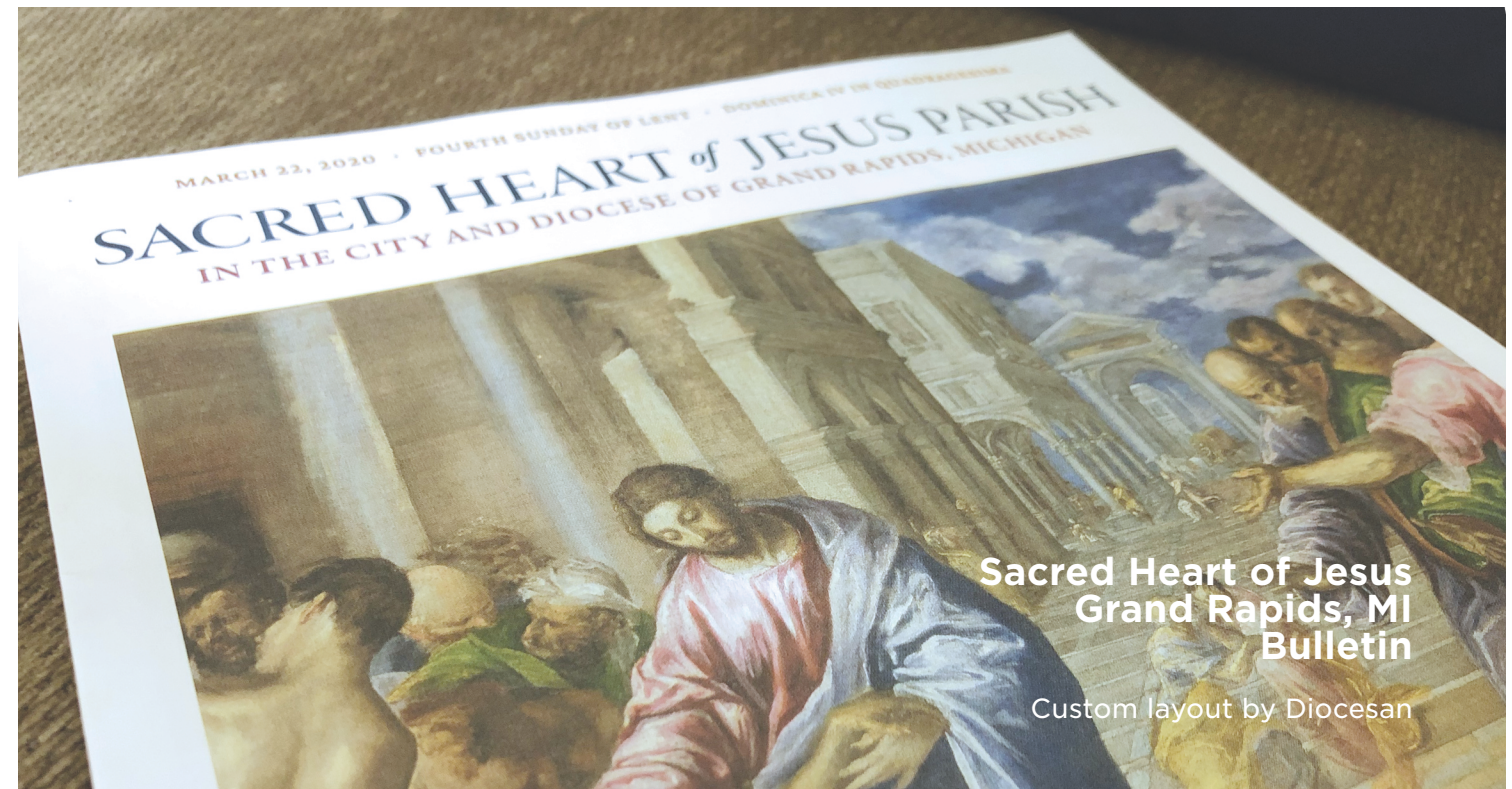
Thoughtful placement

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







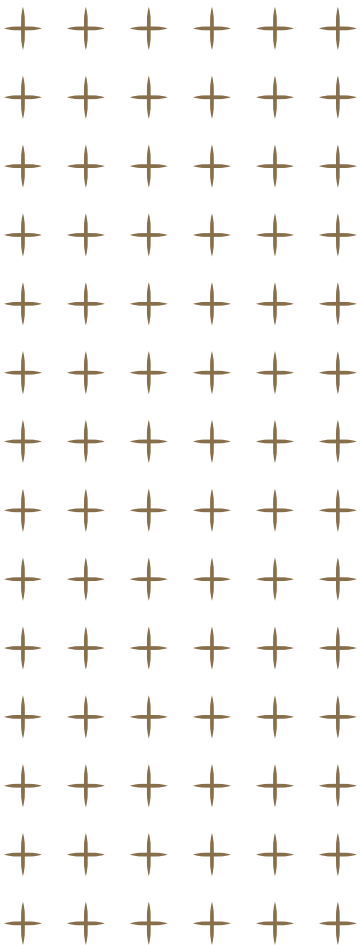
Rifugio Auronzo, Localita' Forcella  
Longeres, Italy

Photo by Paul Gilmore

# What lies ahead

At the heart of it, we want to help  
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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.





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