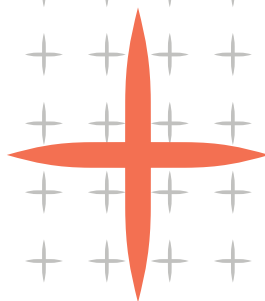


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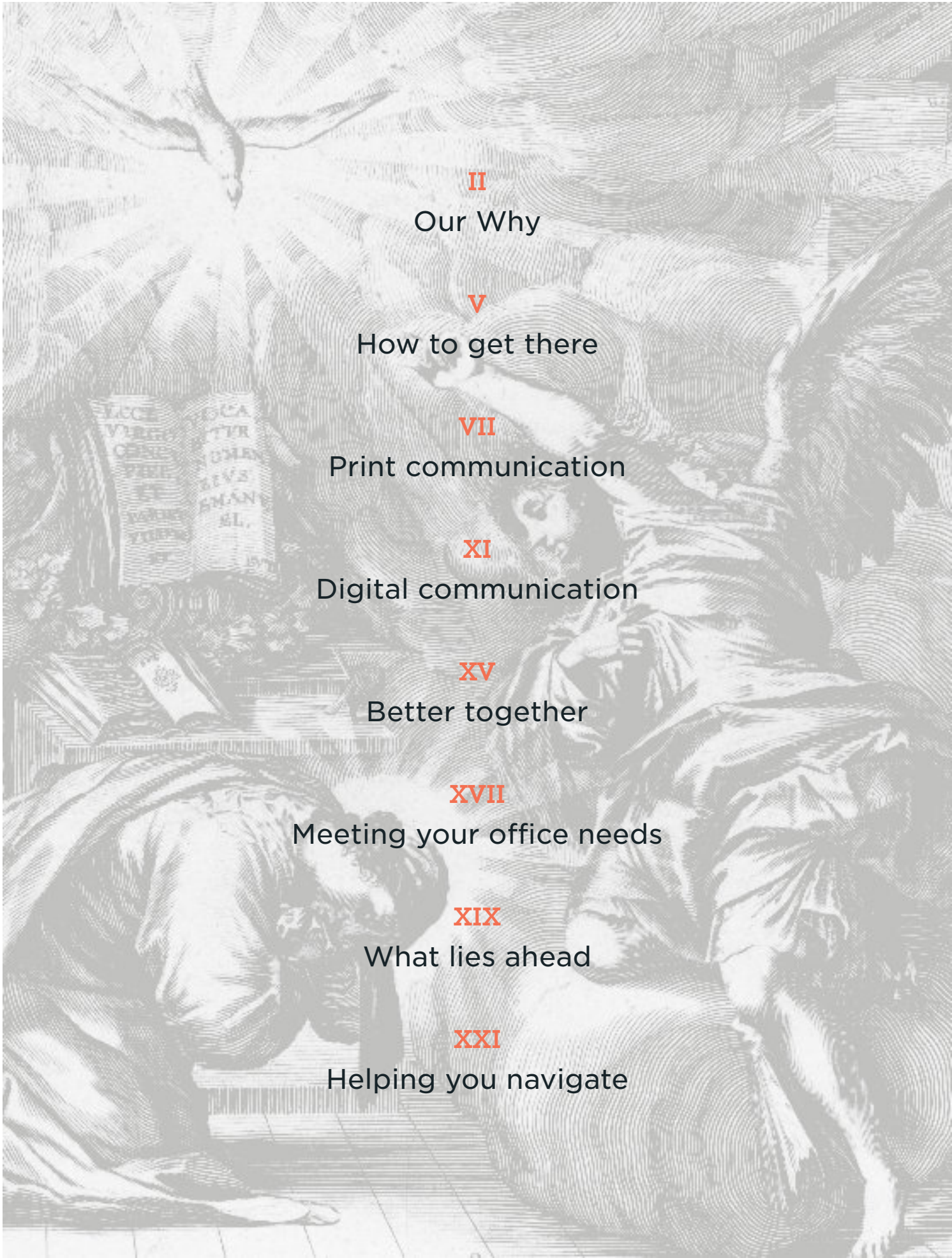


DIOCESAN

Helping you bridge the distance

Digital + Print

COMMUNICATIONS GUIDE



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# 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.

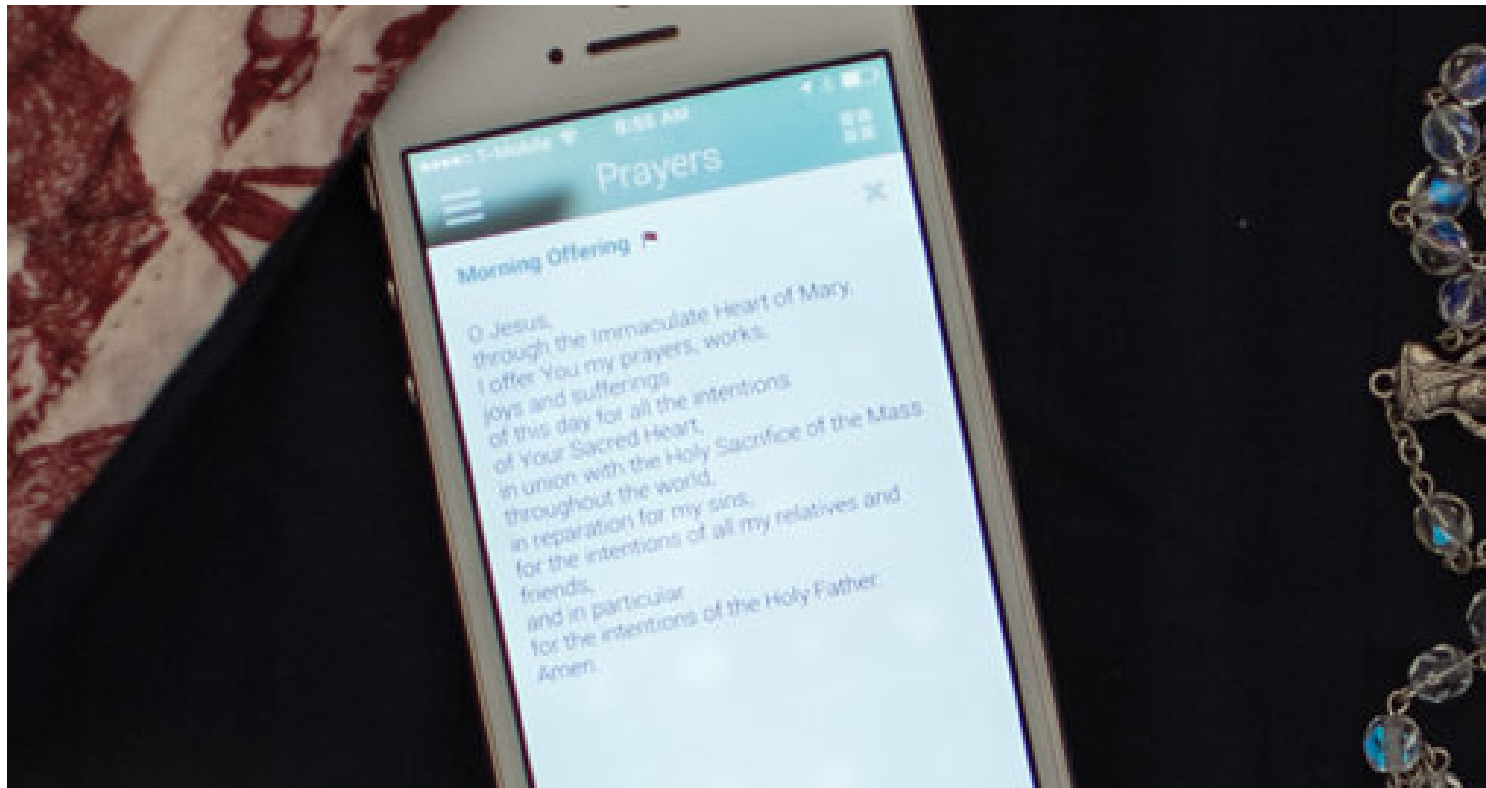
III

Camino de Santiago

Photo by Jon Tyson



IV



## BALANCING COMMUNICATIONS

Utilizing a spectrum of digital and print communication channels together enables you to reach more people, faster, and more effectively than any channel individually.

It is important to consider whether you tend to use only the form(s) of communication that are familiar to you or those preferred across your parish membership and by visitors.

Since every person has their own communication preferences, a diverse and well balanced strategy is essential to reaching the largest number of people and addressing new or unexpected needs that arise across the community.

## *Digital & Print*

As the predominant forms of mass communication used today, both digital and print media hold strengths that compliment each other and can make the other more effective at reaching people. Digital communication excels in speed, immediacy, and ease-of-access. While print media is preferred for its reading experience, visual aesthetic, and sense of reliability.

Both are indispensable in navigating parish communication.

In the following pages, we will identify the tools at your disposal then outline strategies to coordinate them for different types of communications at your parish.



# DIGITAL TOOLS

EVANGELUS | MYPARISH APP | DISCOVERMASS | WEBSITE | SOCIAL MEDIA

## Evangelus

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

## myParish App

Push notifications and faith-building resources



## Website

Reference for parish information and resources

## DiscoverMass

Mass times and digital bulletin



## Social Media

Facebook, Twitter, Instagram, YouTube, Snapchat, TikTok

# PRINT TOOLS

BULLETIN | BANNER | POSTER | A-FRAME | PRAYER CARD  
*More products available at diocesan.com*

## Bulletin

Weekly publication with selection of beautiful custom covers



## Banner

Beautiful designs for many liturgical or seasonal celebrations, custom option available



## Poster

Beautiful designs for special events or celebrations, custom option available



## Prayer Card (& Bookmark)

Beautiful imagery and prayers for saints, memorial, or special events.



## A-Frame

Outdoor heavy duty plastic-framed free-standing graphic for special event information



# GENERAL ANNOUNCEMENTS

EVANGELUS | MYPARISH APP | DISCOVERMASS | WEBSITE | SOCIAL | BULLETIN

Information that is shared on a regular basis or is not of great urgency. This may include meeting or gathering times and practical details about parish life.

## EXAMPLES

- Remind all parishioners about additional Confession times during Lent.
- Share about the success of the recent canned goods drive.

## STRATEGIES

### Be concise

If the information is longer than one paragraph put the full info in an email, on your website or in a bulletin. Messages from the App, Social or Text could give a brief info then link to full info at other location.

Send messages telling your parishioners how to view or subscribe to this week’s bulletin

For long announcements or articles, post them on the website then link to the website from other places.

Remember to invite people to Mass. Just because someone is reading your message, doesn’t mean they are a parishioner.

You should communicate in some way with your people at least two times during the week.

Consider the time of your messages. Send at lunch or before 4pm



# URGENT MESSAGES

EVANGELUS | MYPARISH APP | SOCIAL

Important messages that need quick exposure. This may include last minute schedule changes or urgent prayer requests.

## EXAMPLES

- The speaker for a special parish presentation had to cancel last-minute because of sickness.
- Unexpected severe weather requires a change of venue for the parish picnic.

## STRATEGIES

Still consider timing  
will a lot of people see it soon, may it conflict with other present events and go unnoticed?

Use ALL CAPS in the TITLE

Still spell check even in a rush

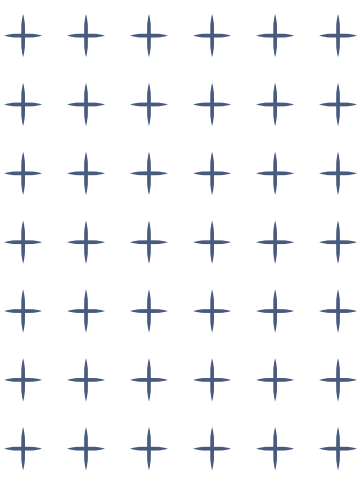
Try to be as specific as possible, otherwise you may leave people with a lot of questions and they will be contacting you.

Send as soon as possible, but consider where people may hear the info first because word may spread fast.

Make sure your info is as clear and accurate as possible before sending.

Try to keep message consistent across channels

Keep it short and to the point







Fish fry A-Frame sign  
Custom options available

# EVENT PROMOTION

EVANGELUS | MYPARISH APP | DISCOVERMASS | WEBSITE | SOCIAL | BULLETIN | BANNER | POSTER | A-FRAME

Disseminating information about an upcoming special occasion. These may be for one-time, annual, or a series of upcoming events including presentations, fundraisers, or celebrations.

# EXAMPLES

- Parish festival.
- A new capital campaign to raise money for church restoration.
- Celebrating your pastor’s 25<sup>th</sup> ordination anniversary.

# STRATEGIES

- Repeated exposure and invitation is key
- Request RSVP even if it is free, so you can get a general idea of the level of interest.
- Make RSVP easy - Sign list on way out of church, call parish office, or RSVP on Facebook.
- Big indoor and outdoor signage emphasizes the importance of the event. If it is only in the bulletin, it is given equal weight with other things normally in the bulletin.
- Get creative - think of some fun ways for people to be engaged around the event before it takes place.



# SPIRITUAL INSPIRATION/FORMATION

EVANGELUS | MYPARISH APP | DISCOVERMASS | WEBSITE | BULLETIN

Messages meant to build-up or strengthen people in their faith. Varying in length, these types of communications may include quotes and bits of wisdom or reflections and instructional articles.

# EXAMPLES

- Saint of the Day quotes
- Weekly thoughts or reflection from the pastor.

# STRATEGIES

- Often overlooked in favor of regular information going out to parishioners.
- Develop a theme or follow the theme of the Sunday homily.
- Mix it up. Send a variety of short and longer inspiration.
- If sending inspiration from saints, consider adding some historical background to use it as a teaching moment as well.
- Point people to additional resources, such as faith-building content in the app or other articles on the website.
- Revisit Sunday’s homily with a brief app message or text mid-week.



# LITURGICAL CELEBRATION

EVANGELUS | MYPARISH APP | DISCOVERMASS | WEBSITE | BULLETIN | BANNER | PRAYER CARD

Reminders of or participation in a liturgical season. This may include invitation to the sacraments or encouragement to recognize a unique season in the church.

## EXAMPLES

A parishioner formation theme for the year

A call to repentance throughout Lent with additional opportunities to participate in the sacraments.

## STRATEGIES

Large signage used to create ambiance and inspire.

Use consistent colors, fonts, images, and language across all channels to create a single theme for a season.

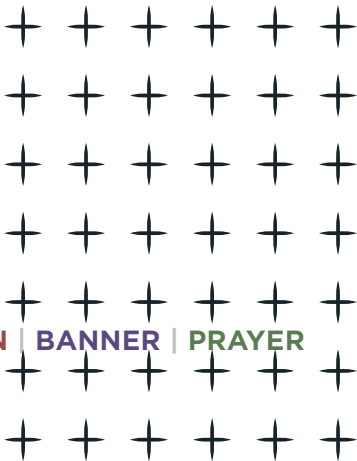
Plan out a series of communications that tie together around the theme.

Find a balance. Make sure to use both print small and large format and digital channels short and long.

Consider a special prayer for the parish to focus around for the season. Making it available as a card, in the app, and in the bulletin.

The Annunciation of the Lord retractable banner

Custom options available



# SOLUMN COMMEMORATION

EVANGELUS | DISCOVERMASS | WEBSITE | BULLETIN | BANNER | PRAYER CARD

Communications involving the deceased. These may include Memorial Day, funerals, or anything remembering those that have passed away.

## EXAMPLES

Honoring everyone that has passed from the parish on All Souls Day.

Sending funeral announcements and requests to pray for the souls of the departed.

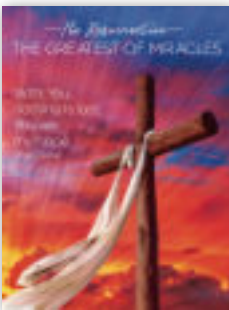
## STRATEGIES

Carefully crafted language remembering the dead can make a difference to people.

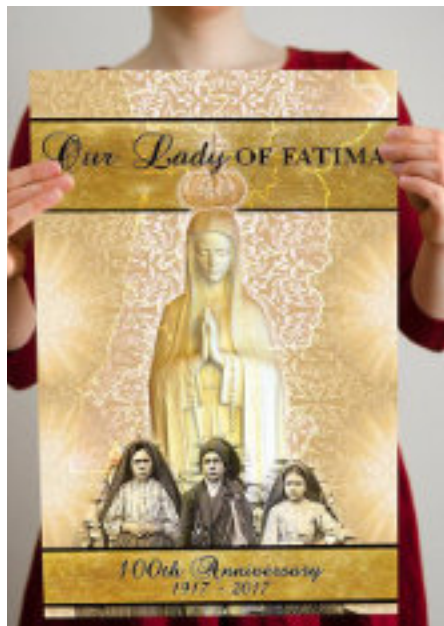
Tone is important

Consider giving a special Prayer card as a physical gesture on occasions when remembering those that have died.

A beautifully printed banner of the names of the deceased can give the sense of value and importance associated with a physical memorial while still being temporary.







## CUSTOM NEEDS OR ADDITIONAL SUGGESTIONS

[EVANGELUS](#) | [MYPARISH APP](#) | [DISCOVERMASS](#) |  
[WEBSITE](#) | [SOCIAL](#) | [BULLETIN](#) | [BANNER](#) | [POSTER](#) | [A-FRAME](#) | [PRAYER CARD](#)

Unexpected needs or situations may arise that you are unsure how to address in your parish communications. We are always happy to share our knowledge gleaned from 60 plus years of work with parishes and dioceses across the country.

## HOW WE HELP YOU

With so many communication channels in our digital age and variations in how individuals communicate, it can be hard to find a manageable balance in your communications. The Customer Care team at Diocesan is here to help you bridge the distance to your parishioners so you can be their bridge to Christ.

# *Help through 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.





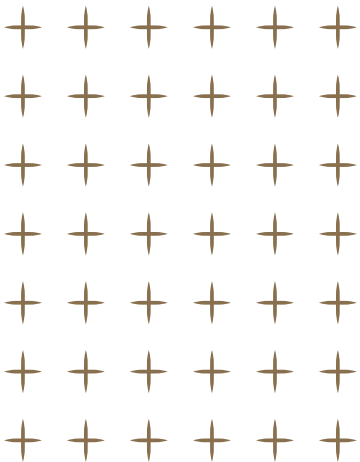
Rifugio Auronzo, Localita' Forcella  
Longeres, Italy

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.





**N**

