

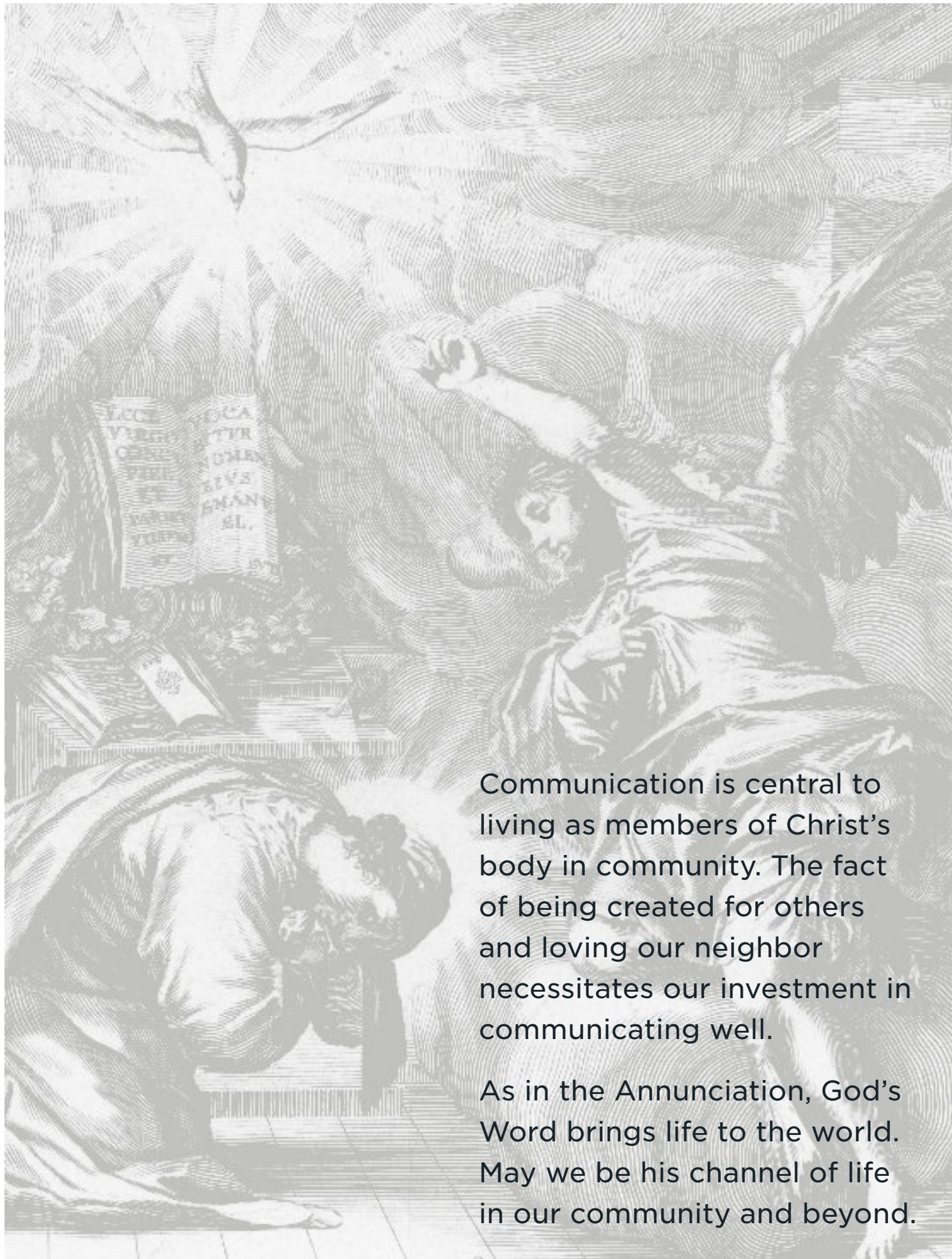


# *Breaking Boundaries*

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Communication is central to living as members of Christ's body in community. The fact of being created for others and loving our neighbor necessitates our investment in communicating well.

As in the Annunciation, God's Word brings life to the world. May we be his channel of life in our community and beyond.



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

From our beginning at Diocesan, 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.

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DIOCESAN

# *Evangelus*

The Easiest Way to Message More People

# Design a Better Bulletin

*One of the services we offer at Diocesan is redesigning your bulletin for you. Often your bulletin has been the same for so long that you don't even remember why it is laid-out and designed the way it is. The following are some suggestions from Marcus Baron, one of the designers that works with parishes to help them better present themselves to parishioners and visitors.*

Before we start creating a bulletin, we first get a pulse on your parish community. We want to understand who you are and what your mission is as Catholics in your unique community. Then we get building. Like you, we want to see faith in Jesus Christ flourish. The best contribution we can make is to assist you in communicating how beautiful, attractive, and relevant our shared faith is.



**Below are a few key ways we structure our bulletins for readability and impact.**

## Typographical Hierarchies

Everybody seems to have an opinion on typography. Most people don't realize every typeface plays a different role. Some typefaces are designed to be displayed large. Other typefaces are designed for textbook body copy. The wrong font in the wrong place is often a culprit in poor design. We've done our research and have a core group of typefaces we recommend parishes use for titles, subheads, and body text. We can work with your branding and have options for the traditional parish, for the modern parish, and everything in between.

## Colors and the Lack Thereof

We all respond to color. The right color combination can make a document pop. If your bulletin is feeling stagnant, bring it to life with a color combination that works for you. There are many ways one can approach colors, but we find there are a few tricks that work time and again. If your bulletin is black and white, don't fret. We can help you create the best bulletin possible!

It's important to mention the importance of lack of color, or white space as it's better known. White space lets your bulletin breath. When 4-color bulletins we becoming popularized, parishes began putting color on every square inch of the document. You may think color helps grab the reader's attention, but it may have the opposite effect. The reader may experience fatigue and skip around,

not digesting important information. Let us help you find the right balance between color and white space.

## Grids

Working within a grid system can do wonders for any document. It's counter-intuitive, but limiting yourself to a grid system is ultimately very freeing and gives you a professional outcome.

Professional graphic designers value the importance grid systems play in their work. Grids help create flow and consistency from the top of the page to the bottom; from start to finish.

## A Consistent Formula

This is something you can start doing right now! Everything we've discussed is about having sympathy for the reader. Help your parishioners out by creating an expectation for events in your bulletin. For example, list the name of the event, then the date and time, then location, and then the description and any other important information. What we often see are some events with crucial information buried in the description, some with the date and time in the title, and so on. You may find this simple decision will help grow parishioner engagement.

## SERVICE & MINISTRY

### Bereavement Support Group

Wednesday, January 28  
6:00-8:00 pm at the Old Rectory at St. Thomas

Our group meets every other Wednesday evening in the Dining Room of the Old Rectory at St. Thomas. For more information about this faith-based bereavement support group, please call Al Wellbaeher in the STA formation.



### St. Vincent de Paul Society

In this Sunday's Gospel, we find that Jesus "went around all of Galilee, teaching in their synagogues, proclaiming the gospel of the kingdom, and curing every disease and illness among the people."

This month, through your gifts, the St. Thomas Society of St. Vincent de Paul was able to proclaim the good news of the kingdom to the poor by assisting families in our community. They helped to provide food and money for utility and rent bills. Calls to request help from the STA St. Vincent de Paul have been increasing.

If you would like to help, donations can be placed in the poor box at St. Thomas or checks written out to St. Thomas St. Vincent de Paul can be placed in the collection basket.



# *Crossing Channels*

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.

# *Understanding How You Communicate*

## 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.

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.

**GENERAL ANNOUNCEMENTS**

**EVENT PROMOTION**

**URGENT MESSAGES**

**SPIRITUAL INSPIRATION**

**LITURGICAL CELEBRATION**

**SOLUMN COMMEMORATION**

**CONCLUSION**

# DIGITAL TOOLS

## 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

## SOCIAL MEDIA

Facebook, Twitter, Instagram, YouTube, Snapchat, TikTok

Evangelus



DiscoverMass

myParish App



Website

Social Media

Bulletin



Poster



Prayer Card (& Bookmark)



# PRINT TOOLS

## 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

## A-FRAME

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

## PRAYER CARD

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

*More products available at  
diocesan.com*

Banner



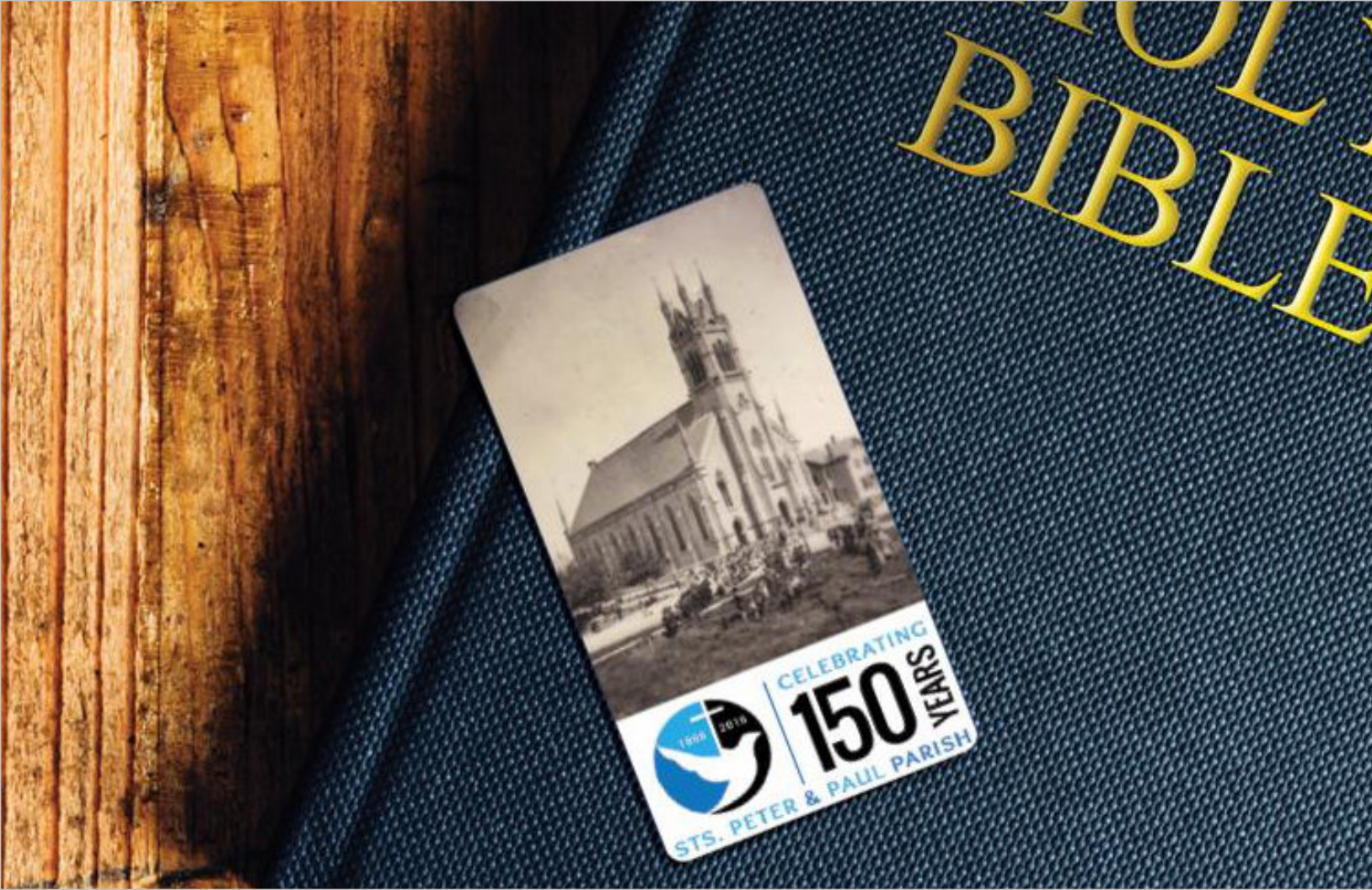
A-Frame

# *Large Format*



# *Welcome Back: Post-Quarantine*





*Prayer Cards*



*Bookmarks*

