

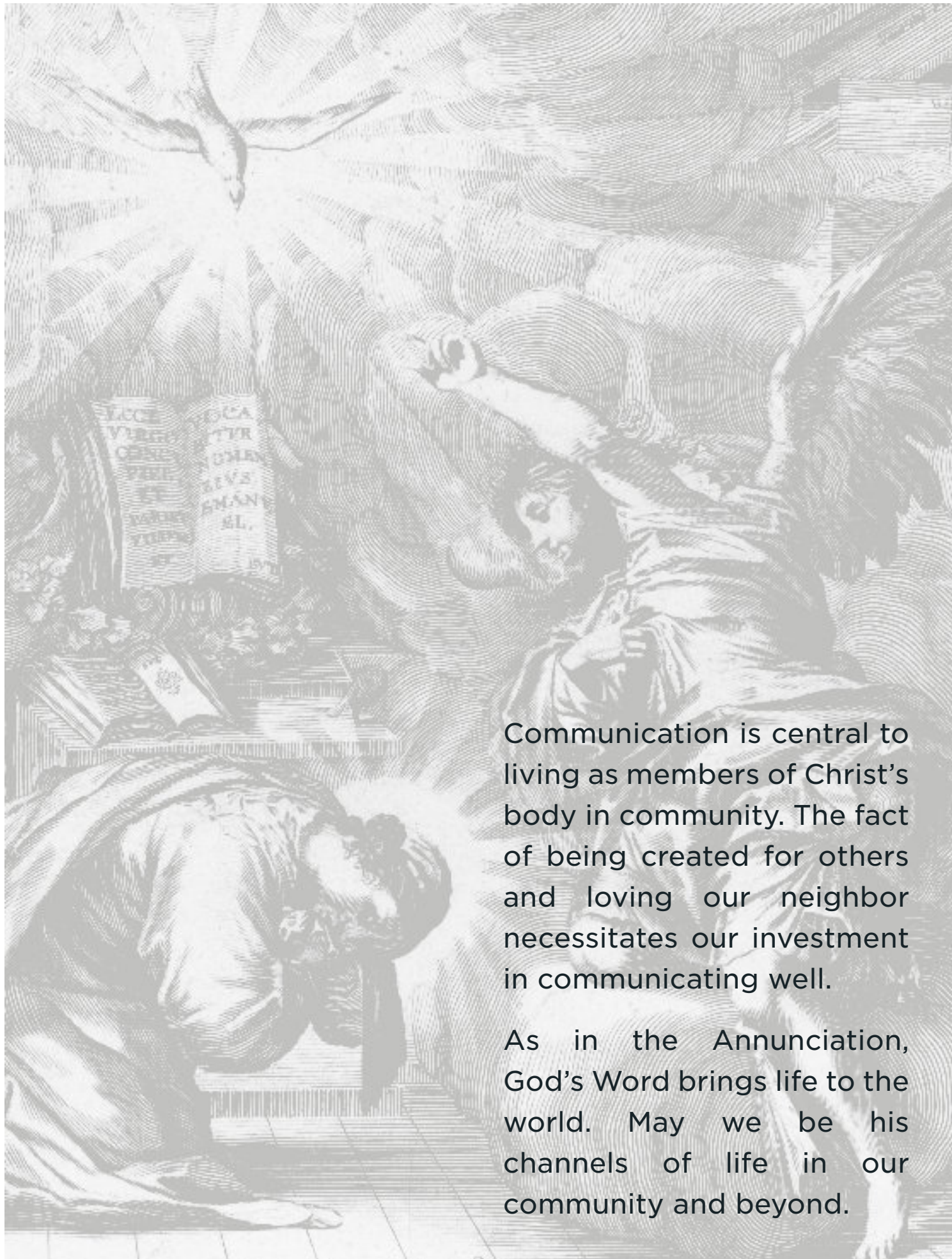


Breaking Boundaries

Connecting Platforms and Parishioners | p.14

UNDERSTANDING HOW
YOU COMMUNICATE | p.8

WELCOME BACK
POST-QUARANTINE | p.20



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 channels of life in our community and beyond.



At the heart of what Diocesan is, 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.

We hope this issue of our communications guide helps to do the same.

FEATURED STORIES

VI
Welcome Back: Post-Quarantine

VIII
Knowing How You Communicate

XVI
Build a Better Bulletin

XVIII
Crossing Channels

DIOCESAN



Evangelus

The Easiest Way to Message More People

Posts, likes, replies, comments, chats, notifications, and the list goes on. There is no shortage of ways to interact with people through sites, apps, and other channels. So why is there still a disconnect

with the person in the pew during the week?

About two years ago we surveyed a large number of our parish customers to see how they felt about their communication

with parishioners. We generally heard one of two things. Either the parish utilized only one or two forms of communication (i.e. only Facebook) to keep in touch with people and felt they were doing a good job, or used many forms of communication but felt they struggled to manage everything people using so many different services.

We all know we need to be where people are, but with those people spread across so many options, it has become a struggle to communicate well with a majority of parishioners.

The COVID-19 pandemic made this even more clear. When you can't be in touch with people through physical means, digital provides an opportunity to connect with them throughout the week. This opportunity and struggle also existed pre-pandemic with Easter-only Catholics

and reaching those outside the Church. People are out there, but there are so many ways to reach them. How do I manage it all with limited staff?

Our survey was simply confirmation of what we had been hearing since the onset of social media and texting. Knowing we had to address this need for the good of the Church, we set out to build what would become Evangelus, a way to communicate with people on various forms of digital media with one message. So this equates to a manageable amount of work for one member of the parish staff and the benefit of reaching more people across different communication platforms. Type one message and send it to email, text, myParish app, Facebook, Twitter, and your website.

Reality is that every person has their own preferred way of staying in touch with the church. Some are active on Facebook or are texters. Others habitually grab the bulletin every week or rely on email or endless other tools to know what is going on. Finally there is a way to effectively reach a larger percent of your parishioners or visitors without more work.



To learn more about how Evangelus can help your parish communicate better or to get it free until September call our Customer Care team at 1-800-994-9817.

Welcome Back: Post-Quarantine

Communicating after COVID-19 by Mike DiCosola

Who is going to show up that first Sunday - and how will you be prepared to welcome them?

Have you taken a moment yet to ponder what things will look like once we finally know we are cleared to gather together as community to celebrate the sacrifice of the Mass? I find myself asking: who will show up? Will it be the same people who always attend Mass every week? Will it be less? Will we see a surge of people return to Mass, perhaps for the first time in a long time, because what may have been taken for granted was suddenly taken away? I believe and am hopeful that we will indeed see a surge of people right away, people that missed the Easter celebration, people that are looking for new meaning in life after two-months of uncertainty and even fear, people that have been re-awakened to He who alone has the words of eternal life. If you have been thinking about these things as well, it begs a good followup question; what are we doing now to prepare

for people to come back? A good way to frame the response would be to consider what you want to do now if all this were to happen again.

Most parishes will admit that they cannot easily reach all the people they need to in a moment's notice. This is a function of two things: not having the right contact information and not communicating where people are paying attention. When you combine these two factors you come to understand your potential reach. When you think about it everything you do depends on your reach. If you can not communicate it, you can not get people to engage. When considering what you need to do to welcome people back, I recommend working diligently on these two things to increase your reach. I've listed some suggestions below for you to consider implementing now so you are ready when people finally come back.

1. Ask people for permission to send

them communication. Now more than ever people see that they need to opt-in to your communication tools to stay in the know. Capitalize on this opportunity. Ask them to sign-up for Evangelus, complete their profile and join groups. Ask them to download myParish All. Ask them to follow your facebook page or other social media channels.

2. Make this a front-and-center action for the first few weeks after people return. If your Pastor stresses how important this is, people will respond. At my parish our pastor always want 100% participation in the Bishop's annual appeal and he mentions it EVERY WEEK until he gets the response he wants. If you commit to some level of participation: we want 100% signed up! The results will amaze you. Be Not Afraid!

3. While I encourage a big push right when people return, inviting people to connect with you is not a one time ask. It is critical to continually ask people to engage with you. This means week after week and on all of your platforms. If you are streaming events - remind people to opt-in after every event. If you post to social - ask people to follow, like and share. You should remind newcomers and visitors to join your platforms at every Mass.

4. Lastly once you have people opted in to your systems, you need to communicate consistently across all of your channels. We built Evangelus to specifically make this easy for parishes with the least amount of time and the most affordable price.



Knowing 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 and offer some strategies to coordinate these tools for different types of communications at

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.

Be concise	Remember to invite people to Mass. Non-parishioners may also be reading your messages.
If the information is longer than one paragraph put the full text in an email, on your website or in a bulletin. Messages from the App, Social or Text could give a brief intro then link to full text.	You should communicate with your parishioners at least two times during the week.
Send messages telling people how to view or subscribe to this week’s bulletin	Consider the timing 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.

Still consider timing. Will a lot of people see it soon, may it conflict with other present events and go unnoticed?	Send as soon as possible, but consider where people may hear the info first because information may spread fast.
Use ALL CAPS in the TITLE to emphasize importance.	Try to keep message consistent across channels
Still spell check even in a rush.	Keep it short and to the point
Try to be as clear, accurate, and specific as possible, otherwise be contacting your with a lot of questions.	

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.

Repeated exposure and invitation is key	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.
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.	Get creative - think of some fun ways for people to be engaged around the event before it takes place.

SPIRITUAL INSPIRATION

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.

Often overlooked in favor of regular information going out to parishioners.	If sending inspiration from saints, consider adding some historical background to use it as a teaching moment as well.
Develop a theme or follow the theme of the Sunday homily.	
Mix it up. Send a variety of short and longer inspiration.	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.

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.

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.

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.

Reusing similar language for each deceased is okay, but try to include something unique for a personal feel.

With so many communication channels in our digital age and variations in how individuals communicate, it can be hard to find a managable balance in your communications. In any case, it is important to remember that the best strategies include a combination of both print and digital. To help determine the best strategies for your parish, please connect with our Customer Care team at Diocesan. We have a long history of innovation and a deep understanding of the needs of parishes and parishioners alike. We are here to help you optimize your communication with your parishioners so you can help them connect to Christ.

The following two pages present an overview of the various tools we have addressed in the above strategies.

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)



Banner



A-Frame



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*

Build a Better Bulletin

Strategies of a Designer by Marcus Baron

One of the services we offer at Diocesan is redesigning your bulletin for you. Often your bulletin has not changed for so long that you don't remember why it is structured and designed the way it is. The following are some suggestions from Marcus Baron, one of our 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 locale. 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.

Following we share a few ways we structure 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. Establishing a typography system and consistently adhering to specific font sizes and styles for titles, subheads, and body text can create a more pleasant reading experience for the parishioner.

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 fresh color combination that works for you.

When 4-color bulletins were becoming popularized, parishes began putting color on every square inch of the document. While color can help grab the reader's attention, it may also have the opposite effect. The reader may experience fatigue and skip around, not digesting information well. It is important to find the right balance between color and white space.

Grids

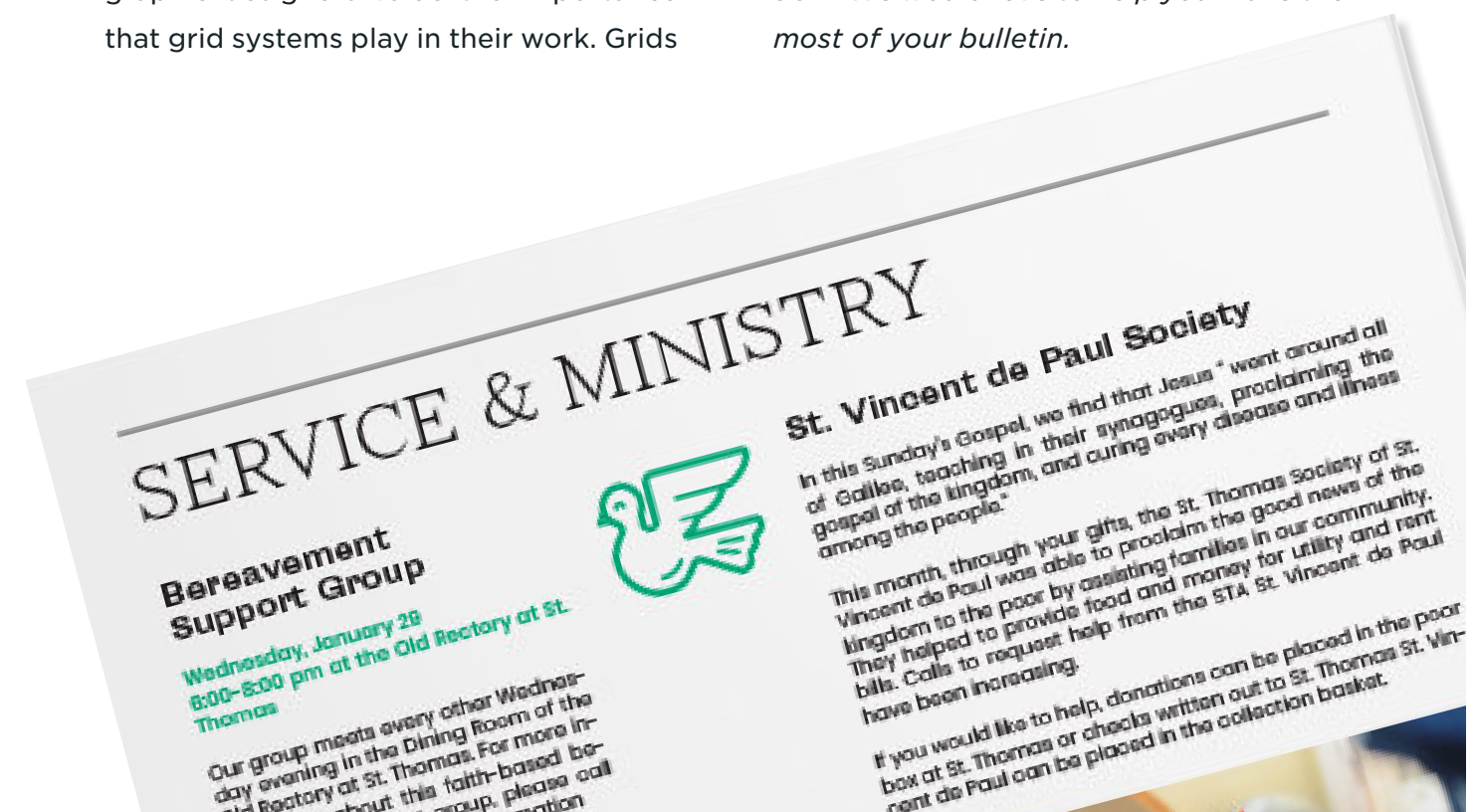
Working within a grid system can do wonders for any document. It's counter-intuitive, but limiting yourself to a grid system is ultimately very freeing and gives you a professional outcome. Professional graphic designers value the importance that grid systems play in their work. Grids

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! Help your parishioners out by creating a visual 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 pertinent information. We often see are some events with crucial information buried in the description, then some with the date and time in the title, and so on. You may see this simple change help parishioner engagement.

For further guidance or a custom design review, please give us a call at 1-800-994-9817. We would love to help you make the most of your bulletin.



Crossing Channels

The Evolution of a Staple by Curtis Street

Most of us have probably at some point struggled with hanging on to the past. We can sometimes remember people as they were “back in the day” without recognizing that they have probably changed, as we all do in some way. Even as parents, there can be a tendency to hold a growing child beside an ideal of some time we remember fondly in the past.

Sometimes it takes big occasions or difficult circumstances to help us recognize the present value of somethings. This could not be truer for a form of communication that we are all familiar with, the bulletin.

The church bulletin has withstood the test of time as a reliable source of all things happening in the life of our parish communities. Then with the advent of parish apps, some people questioned whether the new technology would eliminate the need for the bulletin. Yet in recent years, despite the evolution of mobile technology, we have found the bulletin to be a staple that parishioners keep coming back to.

Once COVID-19 hit us, and parishes started closing their doors, parishioners were still looking for access to their weekly bulletin to keep updated.

An undervalued superpower of the bulletin that it had been growing without great notice was now ready to be revealed.

While the bulletin had always been recognized as a tangible bundle of pages to grab after Mass, it now became apparent that it was equally, if not more, capable of serving its communication purpose being delivered through digital means.

Once your bulletin has a home on the internet, it is capable reaching directly to people through any platform available, wherever your parishioners may be.

Whether it is through a post, a tweet, a notification, an email, or anywhere a link can be clicked, it has become very apparent that the bulletin is here to see us through thick and thin.

Your parishioners can sign up at discovermass.com/subscribe to have the bulletin automatically sent every week.



Large Format

Making a Big Impression

Bigger means more important with most communications. In the bulletin, you give more space to information that is more important. Whether you put it on the front cover, give it a dedicated page, or add a special insert, the point is that you want to get people's attention.

Locating large format print pieces in high traffic areas can help maximize exposure. The largest number of people visiting location will see your message and recognize its importance if thoughtfully positioned. Whether it is 6 ½ foot pop-up banners in the entryways, large posters in gathering spots, or outdoor A-frame signs outside entrances, make sure your signage is positioned for high visibility.

Uses for Large Format signage

Events

All Souls commemoration

Liturgical season theme

etc

Another key to communicating or marketing well is repetition. You want people to see or hear a message multiple times so it can sink in. When compounded with large visuals, not only do visitors get repeat exposure, but also relate the large presence with the high priority of the information. So, when the pastor makes an announcement after Mass, someone sees a new Facebook post, or a visitor goes to your website for Mass times before visiting the parish, these things will simply recall the large sign that was seen on their way to Mass.



Prayer Cards



Commonly utilized as items for prayer or devotion, prayer cards have also long found value in commemoration of historical events of significance or the lives of loved ones that have passed.

Throughout the recent pandemic and isolation, many throughout the Church grieved not only the inability to receive our Lord in the Eucharist, but the lack of communal gathering. As we gradually come back together and experience restoration as the physical Body of Christ bound by real relationships, we can give thanks and tangibly mark the occasion in many ways. Some things to consider may include special bulletin covers, banners, Facebook cover images, emails, and prayer cards. Of all of these items, prayer cards will hold the greatest longevity.

People tend to hold on to prayer cards to remember past events or prayers of significance.

Among our services, we offer parishes and dioceses custom design to create something unique for your community. Our Customer Care team and designers can help you make something truly special. Give us a call at 1-800-994-9817.



Bookmarks

Everyone has a book, and as Catholics we encourage intellectual and spiritual growth on our journey to be conformed to the image of Christ. Yet, regardless of whether people are avid readers or not, bookmarks always seem to find a home in a bible, magazine, or novel and are never without value. What a great reminder, to open a book and find a valuable prayer or encouraging reminder before diving in. Additionally, bookmarks maintain the special versatility of being able to contain the content of a prayer card while serving the practical need of a reader.

Equal to our prayer cards, we are happy to offer custom design for bookmarks so that you can have something truly special to share with your parishioners and show your appreciation in their return to the community after the pandemic shut-down.

To discuss ideas for your special design, please contact our Customer Care team at 1-800-994-9817.

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.

