

# Changing Times Call for a Change in Communications

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Diocese of Rochester's Stewardship Day

# Have you every heard this phrase?

- We don't know what we don't know.
- If we don't know, perhaps we were never told?
- Hence, why communication is essential.

## Lack of Communication Can Create...

- Levels of anxiety or stress
- Rumors – the spread of misinformation
- People drawing their own conclusions and opinions
- False hope
- Hurt feelings



All of which could cause parishioners to leave the parish or attend Mass less.

## How do we combat this?

- Short answer – COMMUNICATION!!!





# What Are The Best Methods To Communicate?

- Offertory Envelopes
  - Add a letter to your envelope packets
- Bulletin – printed and online
- Pulpit Announcements
- Social Media Outlets
- Parish App – Push Notifications
- Website - video
- Email Blasts Campaigns
- Direct Mailings
  - Census
  - Annual Reports
  - Christmas and Easter Mailings



# How Often Should I Communicate?

- **Adding a letter to your offertory envelopes** – 3 or 4 times a year
- **Bulletins** – Weekly and incorporate, pastors column and/or parish news, use a QR Code to drive parishioners to Website
- **Pulpit Announcements** – Weekly – before and/or after Mass
- **Social Media** – Depending if you have a volunteer or staff member to maintain
- **Parish App** – Specific groups or entire congregation – change in Mass Times, meeting notifications, Faith Formation or Cancelled Mass due to weather.
- **Website** – Consider adding a monthly video message or post pastor message or letter. Make sure your website content is up to date and relevant.
- **Email Blasts** – This can be done monthly, bi-monthly or quarterly
- **Direct Mailings** – Census Mailings, Annual Report Mailings, Newsletters, Christmas and Easter Mailings (consider utilizing a Postcard) – typically done once a year.
  
- All of these suggestions are relatively inexpensive, but the ROI – Return On Investment is Priceless!

## Wrap up and Q & A Session?

- Take every opportunity to connect with parishioners
- Utilize as many methods to communicate as you can
- Keep them educated and informed
- Develop a plan and get started – it's never too late
- Review Questions and Answers?



# Thank You!

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