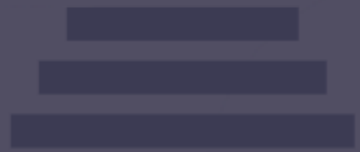




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OF CINCINNATI



**BEACONS**  *of* **LIGHT**

*Pastoral Planning for Our Third Century*



MIKE SCHAFER

# **Communication Staff Overview**

## **Archdiocesan Priorities**



## MEET THE TEAM

# The Catholic Telegraph



**Jessica Rinaudo**  
*Editorial Director*



**Dcn. Graham Galloway**  
*Media Sales Director*



**Greg Hartman**  
*New Media &  
Circulation Manager*



**Emma Cassani**  
*Graphic Designer*



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# The Catholic Telegraph

The official magazine of the Archdiocese of Cincinnati proclaiming the beauty, goodness and truth of the Catholic faith to more than 128,000 homes throughout western and southwestern Ohio.



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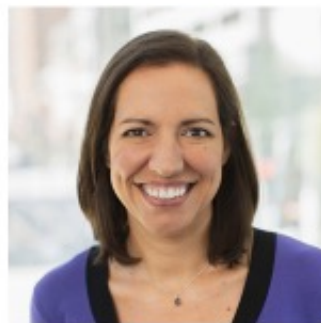






## MEET THE TEAM

# Media Relations & Digital Content



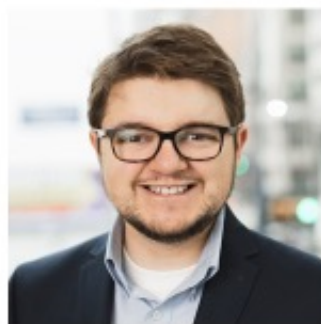
**Jennifer Schack**

*Director of Media Relations & Digital Content*



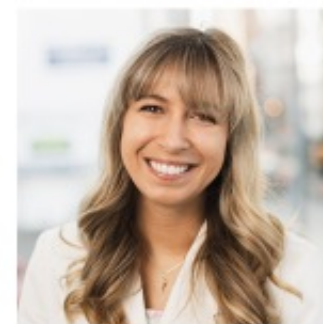
**Margaret Swensen**

*Director of Video Content*



**Trenton Scroggins**

*Director of Digital Engagement*



**Taylor Motley**

*Social Media Coordinator*



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## Media Relations & Digital Content

Provides proactive reputation management and crisis/other communication assistance for the Catholic Church, parishes and schools.

Provides digital communication and inspiration to area Catholics.



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# Archdiocese of Cincinnati

## High-Level Priorities

Local:  
Beacons of Light





# Archdiocese of Cincinnati

## High-Level Priorities

Local:  
Beacons of Light

State:  
Oppose Abortion Amendment





# Archdiocese of Cincinnati

## High-Level Priorities

Local:  
Beacons of Light

State:  
Oppose Abortion Amendment

National:  
Eucharistic Revival





**Questions?**





Mike Schafer & Jennifer Schack

**Defeating Proposed Amendment on Ohio Ballot:  
Awareness, Communication Strategy and  
Forthcoming Resources**

# Fighting Abortion Amendment

# What's going on?





## What Can We Do?

- Pray for the defeat of the amendment
- Educate ourselves about the dangers of this amendment, and share this information with our family and friends
- On Nov. 7, vote NO



## Our Messaging Focus

- Protecting Women!
- Expose the dangers of the amendment to encourage people to vote NO in November
- Note: Converting hearts to become unapologetically pro-life takes time (which we do not have at this moment – baby steps)



## Main Messaging

- The extreme amendment on the Ohio ballot this November threatens the health and safety of women, rights of parents and the lives of pre-born babies up to 9 months.
- Archbishop Schnurr has asked all people of good will to pray earnestly for the defeat of this amendment.



## The Major Threats of this Amendment...

- Puts Women at Risk
- Threatens Parental Rights
- Allows for Abortions of Fully Formed, 9-Month Babies





# WHERE DOES IT SAY THAT?



## THIS CONSTITUTIONAL AMENDMENT...

### THREATENS PARENTAL RIGHTS

By using "individual" instead of adult or woman, anyone under the age of 18 could have an abortion or make any other reproductive decision without their parents' consent or notification.

### PUTS WOMEN AT RISK

Current Ohio laws\* require abortion providers to explain procedure risks and ensure access to hospital transfer if needed. These health and safety standards could be seen as a "burden" and be eliminated, making it even less safe for women seeking an abortion.

### ALLOWS ABORTIONS THROUGH 9 MONTHS OF PREGNANCY

In U.S. law,\*\* "health" includes age or physical, emotional, or psychological well-being. This means a woman's age or emotional health could be cited to justify aborting a full-term baby. An abortion-providing physician would decide when a baby could survive outside the womb, leaving no clear protections for preborn children.

### IS MISLEADING

Referring to "miscarriage care" promotes a myth that a "right to abortion" is necessary to preserve care for miscarriages and ectopic pregnancies. This is false. Catholic hospitals have always provided comprehensive miscarriage care and will continue to do so regardless of the outcome of this vote.

## ARTICLE I, SECTION 22

The Right to Reproductive Freedom with Protections for Health and Safety

1. Every individual has a right to make and carry out one's own reproductive decisions, including but not limited to decisions on contraception, fertility treatment, continuing one's own pregnancy, miscarriage care, and abortion.
2. The State shall not, directly or indirectly, burden, penalize, prohibit, interfere with, or discriminate against either an individual's voluntary exercise of this right or a person or entity that assists an individual exercising this right, unless the State demonstrates that it is using the least restrictive means to advance the individual's health in accordance with widely accepted and evidence-based standards of care.
3. However, abortion may be prohibited after fetal viability. But in no case may such an abortion be prohibited if in the professional judgment of the pregnant patient's treating physician it is necessary to protect the pregnant patient's life or health.
4. As used in this Section, "Fetal viability" means "the point in a pregnancy when, in the professional judgment of the pregnant patient's treating physician, the fetus has a significant likelihood of survival outside the uterus with reasonable measures. This is determined on a case-by-case basis"; and "State" includes any governmental entity and political subdivision.
5. This Section is self-executing.

\* Ohio Revised Code, Sections 2317.56 & 3702.303  
\*\* Based on Doe v. Bolton



Fighting Abortion Amendment

**Coming Soon**

[www.catholicaoc.org/voteno](http://www.catholicaoc.org/voteno)



# Resources

- Flyers/Bulletin Inserts from CCO
- 54-Day Rosary Novena
- Vote NO Nov. 7 logo



## Catholic Conference of Ohio Materials

- Flyers mailed in May
- FAQs & Where Does it Say That
- Where Does it Say That
- Zoom Trainings for Lay People Week of Sept. 11
  - Coordinated through Respect Life Office





## 54-Day Rosary Novena

- Sept. 15 - Nov. 7
- **Coming Soon:** [www.pray54Ohio.org](http://www.pray54Ohio.org)
- Daily social media content\*
- Bulletin ads / pulpit announcements\*

\*available to parishes via Google Drive

WORKSHOP FOR PARISH COMMUNICATORS  
Fighting Abortion Amendment

# 54-Day Rosary Novena Ad

PROTECT  
*Women.*

PROTECT  
*Children.*

PROTECT  
*Families.*

An extreme amendment is on the Ohio ballot in November that threatens the health and safety of women, the rights of parents and the lives of pre-born babies up to 9 months.

Vote **NO**  
Nov. 7

Join us in praying a 54-Day Rosary Novena beginning Friday, Sept. 15, for the defeat of this amendment.

Sign up for a daily email reminder with novena prayers here, or at [pray54ohio.org](http://pray54ohio.org).



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## Video Homilies

- Six Sundays highlighted for homilies about life
- August 13, September 24, October 1, 22, & 29, November 5
- Creating short homily videos for social media

\*share from our social account or available on Google Drive

WORKSHOP FOR PARISH COMMUNICATORS  
Fighting Abortion Amendment

## Video Homily - Aug. 13



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## Respect Life Coordinators

- Tuesday, August 29th- 1:30pm-3:00pm
- Wednesday, August 30th- 7:00pm-8:30pm
- Thursday, August 31st- 9:30am-11:00am

Information: [respectlife@catholicaoc.org](mailto:respectlife@catholicaoc.org)



## From Archbishop Schnurr

- Letter to the Faithful Feb. 2023
- Letter to the Faithful Aug. 12, 2023
- **Coming early September:** Video Interview
- **Coming late September:** Respect Life Sunday audio homily





## What Can We Do?

- Pray for the defeat of the amendment
  - Promote 54-Day Rosary Novena
- Educate about the dangers of this amendment
  - Where Does It Say That? & FAQs
  - Archbishop Schnurr letters/videos
  - Priest Pro-Life Homilies
- On Nov. 7, vote NO
  - Use Vote No logo on all communication



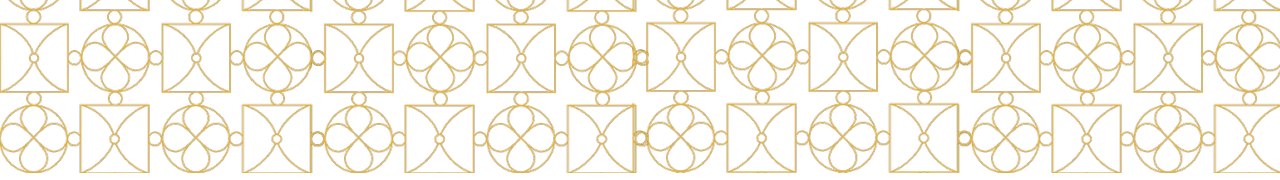
# Parish Communications: Organization & Strategy



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TRENTON SCROGGINS





## Trenton Scroggins

- From Madison, Indiana
- 13+ years in multimedia storytelling & business marketing/media services
- 11 years serving Catholic schools and parishes
- Jessica and Annastasia



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# The Struggles of a Parish Communicator

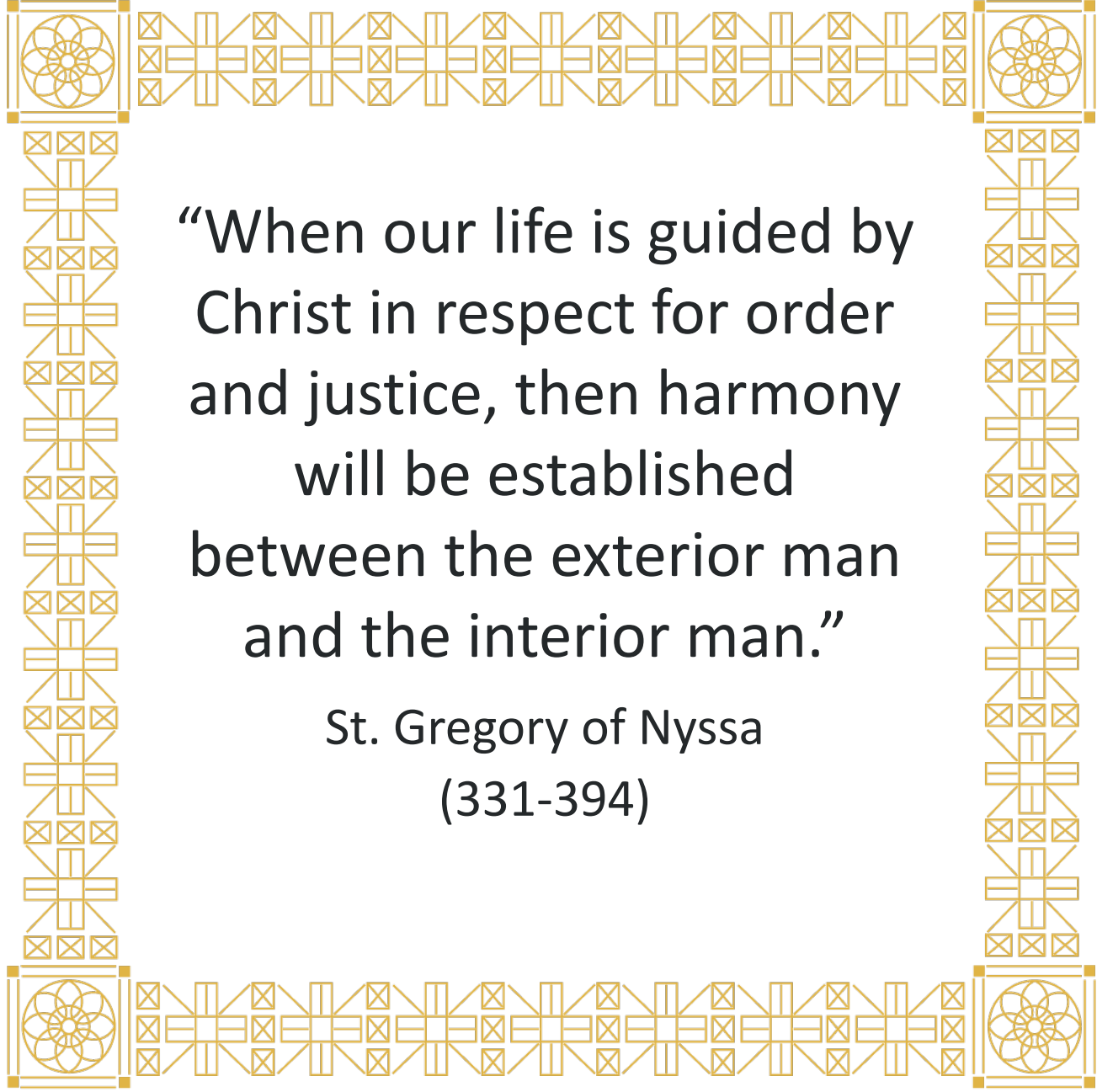
- Lots of big hats (and some little hats unrelated to communications)
- Not enough time
- Technology is annoying
- Lots of interruptions & last-minute requests
- On-call and working weekends
- Lack of resources, funding, equipment
- Sometimes lack of training



# Getting Organized

- Being "proactive" instead of "reactive"
- Reducing stress and work redundancy
- Saving time for God, yourself, and your family
- Developing more intentional and personal parish communications
- Increasing the efficacy of parish evangelical efforts
- Creating a more harmonious parish work environment





“When our life is guided by  
Christ in respect for order  
and justice, then harmony  
will be established  
between the exterior man  
and the interior man.”

St. Gregory of Nyssa  
(331-394)



# Topics We'll Cover

*01*

Files

*02*

Calendars

*03*

Tasks





# File Management

---

Logical  
Straight-forward  
Consistent  
Simple

*Let's walk through  
what worked for my  
last parish*





## Calendar & Task Management

---

Use tasks & events  
on a calendar

Tasks: do not think  
hour-to-hour  
management, but  
rather task-to-task

*Let's walk through  
what worked for my  
last parish*



TRENTON SCROGGINS

Dir. of Digital Engagement

**Get in Touch!**

[tscroggins@catholicaoc.org](mailto:tscroggins@catholicaoc.org)



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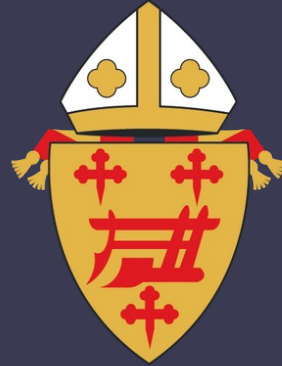


PARISH COMMUNICATIONS: ORGANIZATION & STRATEGY

Thank you!



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# Parish Branding

It's More Than Just Your Logo

# Why Is Branding Important?

**It is more than a name**

It's part of your Evangelization efforts

**It is more than a logo**

Your logo is only one part of your brand's visual system

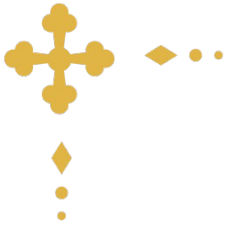
**It is audience focused**

It should speak to parishioners, staff and the people in your communities

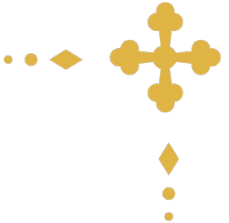
**It is a promise**

Everything your brand does either fulfills the promise or breaks it





# Getting Started with Your Brand



## Creative Brief Example

- Your Parish Name
- Tagline
- Target Audience
- Mission & Vision
- Core Values
- Brand Personality
- Brand Attributes
- Color Preferences
- Inspiration
- Anything Else

**HEROIC** **PARISH BRANDING**  
**CREATIVE BRIEF**

Your quest begins today. Please take a few minutes to chart the course and help us serve you better. Don't worry if you don't have all the answers right now — we'll figure it out together as we go.

**YOUR PARISH NAME**  
Please use exact spelling, capitalization, punctuation, etc.

**TAGLINE**  
optional

**TARGET AUDIENCE**  
Who are you serving? What do you know about them? What brings them together?

**MISSION / VISION**  
Who are you and where are you going?

**CORE VALUES**  
What are the principles that define your parish? What makes you unique?

**BRAND PERSONALITY**  
If your brand was a person, how would you describe its personality? What do you want your reputation to be?

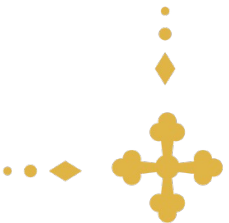
**BRAND ATTRIBUTES**  
Please provide at least three adjectives that describe your ideal look and feel.

**COLOR PREFERENCES**  
Please select any colors that you'd like us to explore.

Or, if you've got something more specific in mind, please list hex codes or color formulas here.

**INSPIRATION**  
Seen anything out there that might help set us on the right path? Feel free to share a link or list the brands.

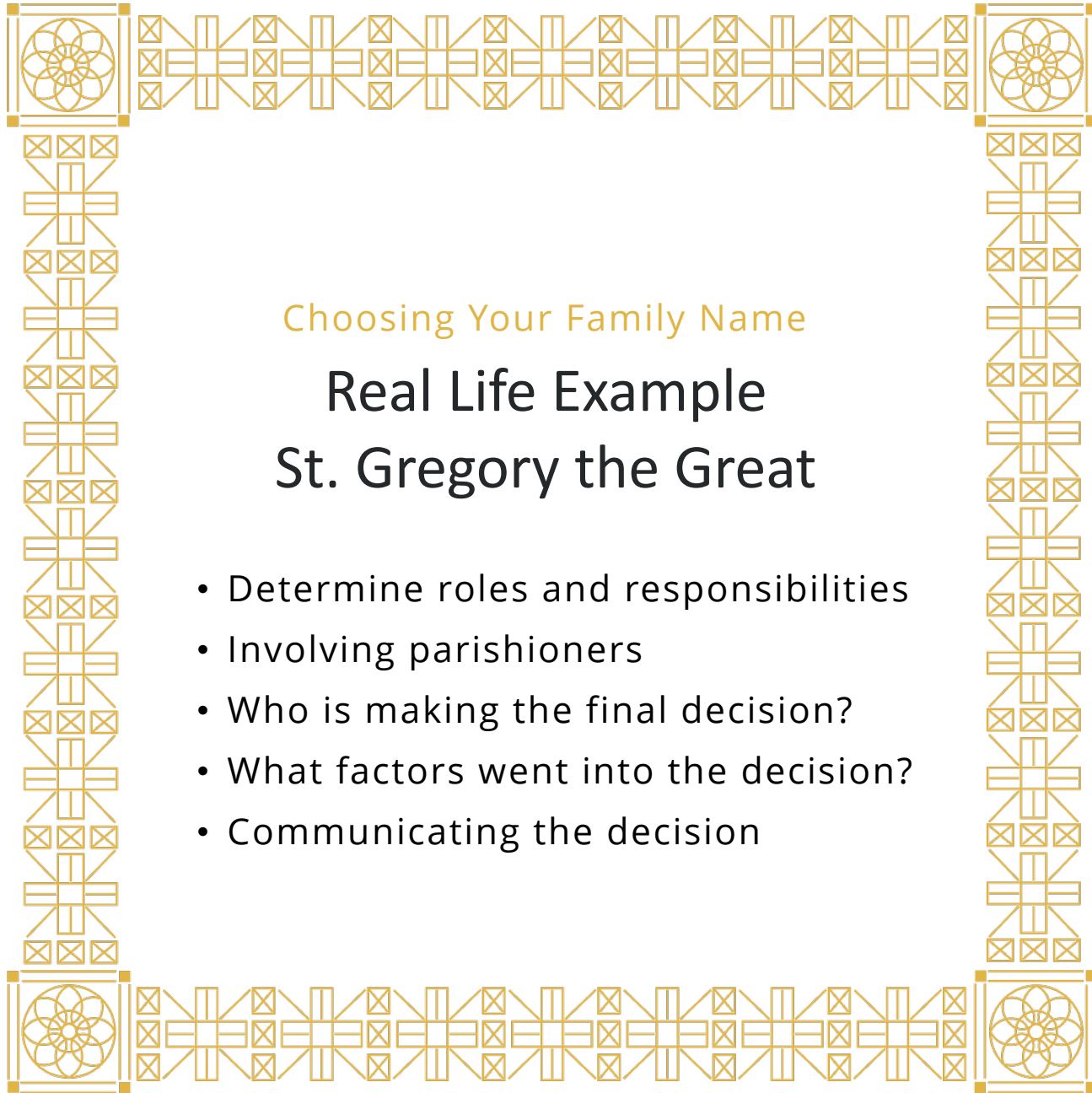
**ANYTHING ELSE?**  
Anything else we need to know? Special uses, unique challenges, or existing brand elements?





# Naming Your Family

Tips for naming your Family of Parishes



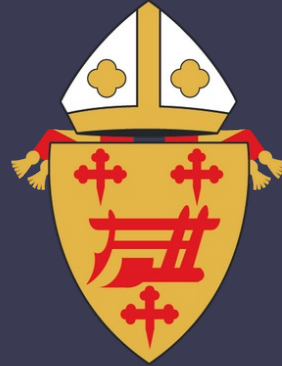
## Choosing Your Family Name

### Real Life Example St. Gregory the Great

- Determine roles and responsibilities
- Involving parishioners
- Who is making the final decision?
- What factors went into the decision?
- Communicating the decision







## Use Cases

Where will your brand be used?



# Your Brand Everywhere

- Website
- Email Templates
- Business Cards
- Social Media
- Event Promotion
- Letterheads
- Job Postings
- Uniforms
- Swag
- Signage
- Billboards
- Embroidery
- Bulletin

Be Consistent!



## White

C O M O Y O K O  
R O G O B O  
#FFFFFF

## Navy

PANTONE 533  
C 77 M 42 Y 18 K 89  
R O G 22 B 42  
#00162A

## Old Gold

PANTONE 7555  
C 18 M 36 Y 100 K 0  
R 210 G 159 B 19  
#D29F13

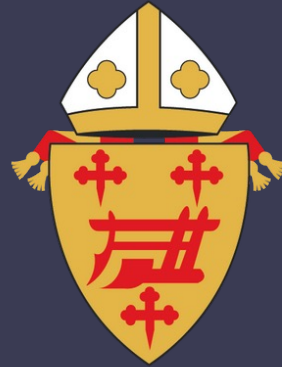
## Blue

PANTONE 2145  
C 100 M 78 Y 23 K 8  
R O G 73 B 130  
#004982

Blue 80% lighter

Blue 40% lighter

Blue 20% darker



Trust the Process

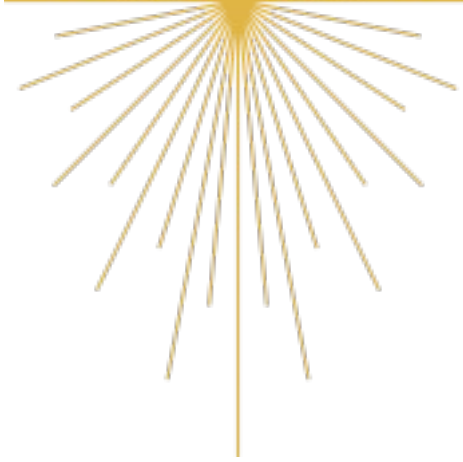
Your brand will take time!

COMMUNICATIONS WORKSHOP

# An Example Branding Process



The process takes time and many iterations!



Questions?

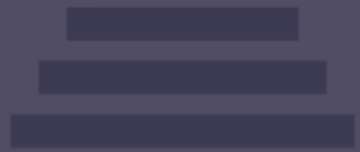


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BEACONS  of LIGHT

*Pastoral Planning for Our Third Century*

# Introductions

## **Fr. Jan Schmidt**

*Director, Pastoral Vitality*  
Beacons of Light "CEO"  
Liaison to Archbishop



— CENTER FOR —  
**PARISH VITALITY**

## **Jeremy Helmes**

*Director, Center for Parish Vitality*  
Beacons of Light "COO"  
CPV Team Leader

## **Rob Brock**

*Director, Strategic Planning*  
Data Analysis  
Administrative Planning

## **Fr. Tom DiFolco**

*Associate Director*  
Leadership Formation

## **Liaisons**

*20+ professionals in change mgmt.*  
Coach for pastor and team  
Link to CPV

[vitality@catholicaoc.org](mailto:vitality@catholicaoc.org)  
513.263.6692

## **Deacon Mike Lippman**

*Director, Pastoral Planning*  
Pathway 5 Phases  
Liaisons

## **Leisa Anslinger**

*Parish Vitality Specialist*  
Parish Stewardship  
Pastoral Councils  
Communication Strategy

## **Monica Sellers & Diane Thomas**

*Administrative Support*  
Events, Correspondence,  
Support





**WHY | HOW | WHAT**

## **BEACONS of LIGHT**

### *Pastoral Planning for Our Third Century*



#### *Missionary Discipleship*

Every Catholic should have an opportunity to belong to a parish that forms them to embrace the call to missionary discipleship.

#### *Domestic Church*

People will be formed to live and nurture their faith at home.



#### *Pastoral Planning*

#### **57 Families of Parishes**

*Phase 1:* Leadership

*Phase 2:* Vision

*Phase 3:* Culture

*Phase 4:* Planning

*Phase 5:* Mission



#### *People and Parishes that Radiate Christ*

#### *Planning Principles*

- Eucharist
- Church
- Leadership
- Stewardship
- Evangelization
- Love in Action
  
- Administration
- Communication



# BEACONS *of* LIGHT

## Principles

**Essential aspects of parish life which  
must be fully realized for parish vitality**

### THE SIX GUIDING PRINCIPLES



**Eucharist**



**Church**



**Leadership**



**Stewardship**



**Evangelization**



**Love In Action**

# Pathway Phases

**Outcome:**



**Leadership**  
12 – 18 Mo

Building a Family Leadership Team (FLT) and a unified Family Pastoral Council (FPC) will establish the depth and breadth of staff and lay leadership which will engage in Beacons of Light project.

**FLT & FPC**



**Vision**  
6 – 9 Mo

A vision is a rallying cry for a vital and missionary Family of Parishes. The FLT must collaborate with lay leadership to cast this vision. Visio Day and the Family Visioning Process foster collaboration and support from a broader group.

**Vision Statement**



**Culture**  
6 – 9 Mo

Vision only works if it is purposefully incorporated into the parish family life and ecclesial culture. The Culture phase will enable the FLT and other leaders to align their strategies and activities with the vision of a vital and missionary Family of Parishes.

**Strategy for Culture Management**



**Planning**  
6 – 9 Mo

Now that a vision and ecclesial culture are defined, the FLT and Family leadership then collaborates on a strategic plan that identifies the strategies, work steps, resources, and timelines necessary to achieve that vision and continue to foster the ecclesial culture defined by the vision.

**Plan**



**Mission**  
9 – 15 Mo

Implementing the planned action steps is how the Family of Parishes then achieves that vision, changing the Family of Parishes culture to support unity, parish vitality, and missionary discipleship. *This then becomes an ongoing mode of operation as the Family of Parishes continues to plan and execute.*

**Vibrant Parish - Making Disciples!**

*The first three phases of Beacons of Light (Leadership, Vision, Culture) build a refreshed foundation for a renewed Family of Parishes that can then plan and execute for mission in the subsequent phases.*

# Year 1 Report

- People (Staff, ministry leaders, councils, clergy)
- Perseverance
- Patience
- Parochialism
- Plateau



# Phase 2 Update

- **Creation of Vision for the Family**
- **Formation of teams** associated with each principle (Leadership, Church, Eucharist, Evangelization)
- **Creation of new teams** if necessary:
  - Stewardship: Grateful Disciples
  - Love In Action: Communities of Salt & Light
- **Prayer and discernment opportunities** for parishioners
- **Begin discernment** of canonical unification

| PRINCIPLE   | PHASE 2 VISION   |
|---|--|
|  <b>EUCHARIST</b>        | Create a vision for a Eucharist-centered parish, form a Family Worship Commission and Family Worship Dept of staff.      |
|  <b>CHURCH</b>           | Increase Family prayer and discernment opportunities focused on a shared future.   |
|  <b>LEADERSHIP</b>       | Leaders discern and create the vision for the Family.  |
|  <b>STEWARDSHIP</b>      | Offer opportunities for stewardship formation for parish leaders and create a Family vision statement for stewardship.   |
|  <b>EVANGELIZATION</b> | Form an Evangelization Team; establish personal and team prayer and formation commitments and practice healthy teamwork. |
|  <b>LOVE IN ACTION</b> | Solidify leadership for the Love in Action Parish Family Core Team and create a local vision.                            |

# Family Pathway Report

An opportunity for Family leaders to communicate with parishioners about status at end of Year 1 of Beacons of Light!

- Use the APR
- Your timetable
- PDF template w/ brand
- [Web form](#)





# Beacons of Light

After 1 year of Beacons of Light, what are some “early wins” you can celebrate in your Family relative to communications?

What challenges lie ahead during the next year or two?

What keeps your Family of Parishes from truly communicating effectively?



## Q&A

# Questions about Beacons of Light?

Parish Communicators

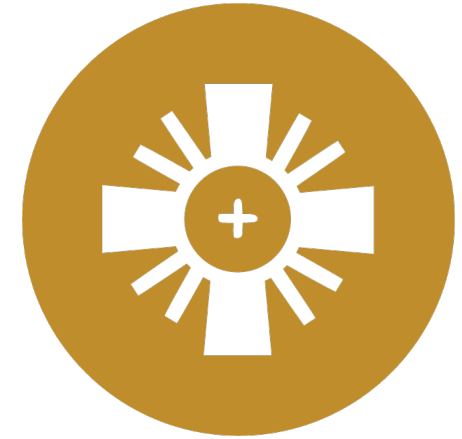
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Lunch

Lunch!

# Eucharistic Revival

- Beacons of Light
- National Revival
- Congress July 2024
- Pilgrimage Event  
July 6
- TOGETHER
- Barron series
- CT content



NATIONAL  
**Eucharistic  
Revival**



Social Media Coordinator

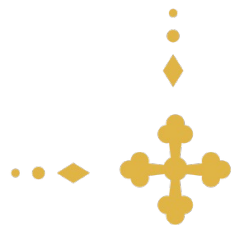
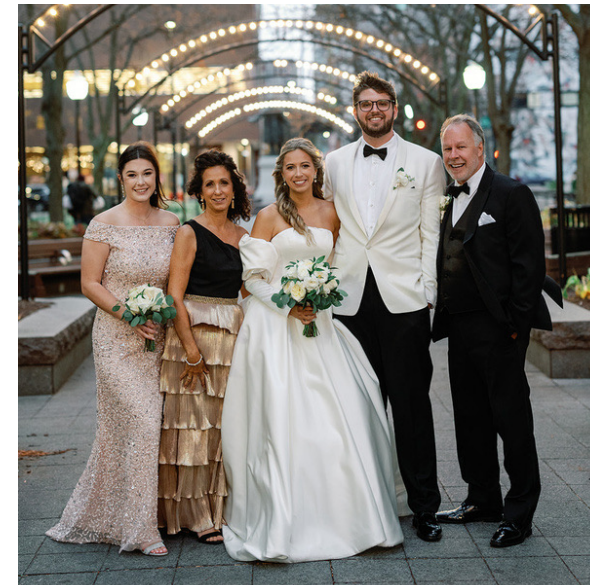
## Taylor Motley

### Who am I?

- Started at the AOC in May
- Married my high school sweetheart in November 2022
- Greater Cincinnati area native - Who Dey!
- Queen of Peace parishioner
- Badin High School Cheerleading Coach

### Things I love!

- Chocolate
- Reading
- Baking
- Italian food
- Decorating our home
- Dogs!



Social Media  
Programs

---

**Canva**

Where to Start

How to Create

Personalize Templates

Exporting

**Meta Business Suite**

Home Page

Planner

Content Page

Insights

**Hootsuite**

Plan Content

Watch Trends

Insights

Connect To

## App recommendations:

**Capcut:** Video Editing (Reels/TikTok style videos)

**Photoscan:** Digitalize Old Photos

**Snapseed:** Quick Photo Editing (Tools > Healing)





Taylor Motley

Social Media Coordinator

**Are you following  
us?**

Instagram  
@CatholicAOC

Facebook  
Archdiocese of Cincinnati

YouTube  
Archdiocese of Cincinnati



Taylor Motley

Social Media Coordinator

## Get in Touch!

I want to post events and what is going on in your parish!

Share information beforehand and quality photos after by emailing me or tagging us!

[tmotley@catholicaoc.org](mailto:tmotley@catholicaoc.org)



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# Building A Beautiful, Efficacious Newsletter



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## Common Email Issues

- Email technology is convoluted, outdated, and issue prone
- Apple Mail causes "false opens"
- Email builders can be clunky and glitchy
- Emails with too much content are cut off
- Emails with too much content and links are flagged as spam
- Fighting the noise of digital inboxes and the world



## Topics We'll Cover

*01*

Organizing  
Requests

*02*

Creating a  
Routine

*03*

Building a  
Template





## Organizing Requests

---

### **For single-platform requests:**

Request content in newsletter doc

### **For multi-platform requests:**

Request title in newsletter doc.  
Content in request doc.

*Let's walk through what worked for my last parish*



## Create a routine

Many people read their emails when they first get to work.

Choose a day that fits well in your schedule

Ask fellow staff to review your newsletter on a regular basis for grammar and content errors

---

*Let's walk through what worked for my last parish*



## Build a template

Keep it simple

Use as few words  
as possible

Always include a  
call-to-action  
button

---

*Let's walk through  
what worked for my  
last parish*







BUILDING A BEAUTIFUL, EFFICACIOUS NEWSLETTER

Thank you!