



Creating a Communications Plan

Archdiocese of Cincinnati



IGNITE
THE PARISH



EMBOLDEN
THE CLERGY



FORGE
THE FUTURE

EQUIPPING LEADERS. IGNITING HOPE.

The Prayer of St. Francis de Sales

Be at peace.

Do not look forward in fear to the changes of life;
rather look to them with full hope as they arise.

God, whose very own you are, will deliver you from out of
them.

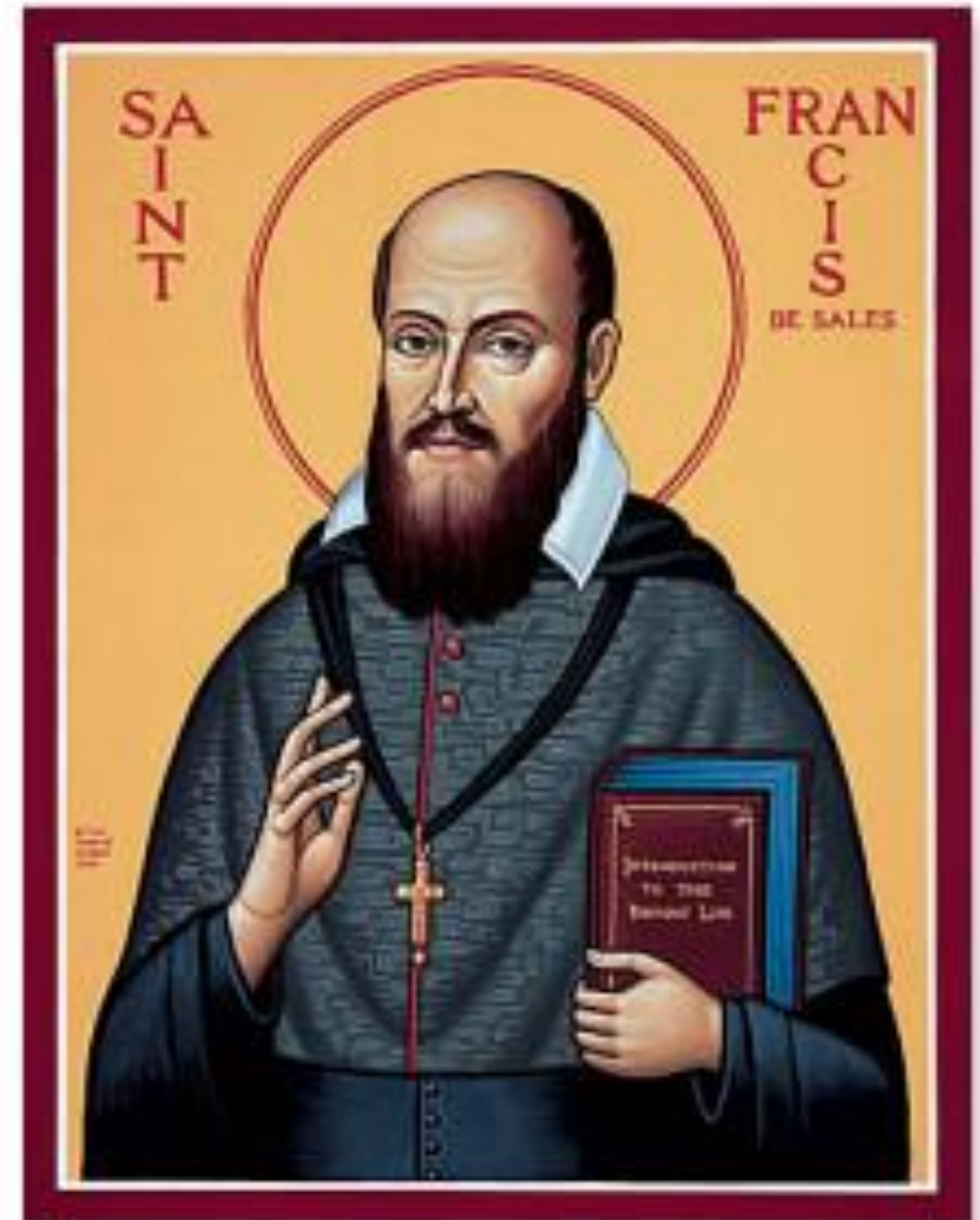
He has kept you hitherto, and He will lead you safely through
all things;
and when you cannot stand it, God will bury you in his arms.

Do not fear what may happen tomorrow;
the same everlasting Father who cares for you today will take
care of you then and every day.

He will either shield you from suffering, or give you unfailing
strength to bear it.

Be at peace, and put aside all anxious thoughts and
imagination.

*St. Francis de Sales 1567-1622
Patron of Journalists*

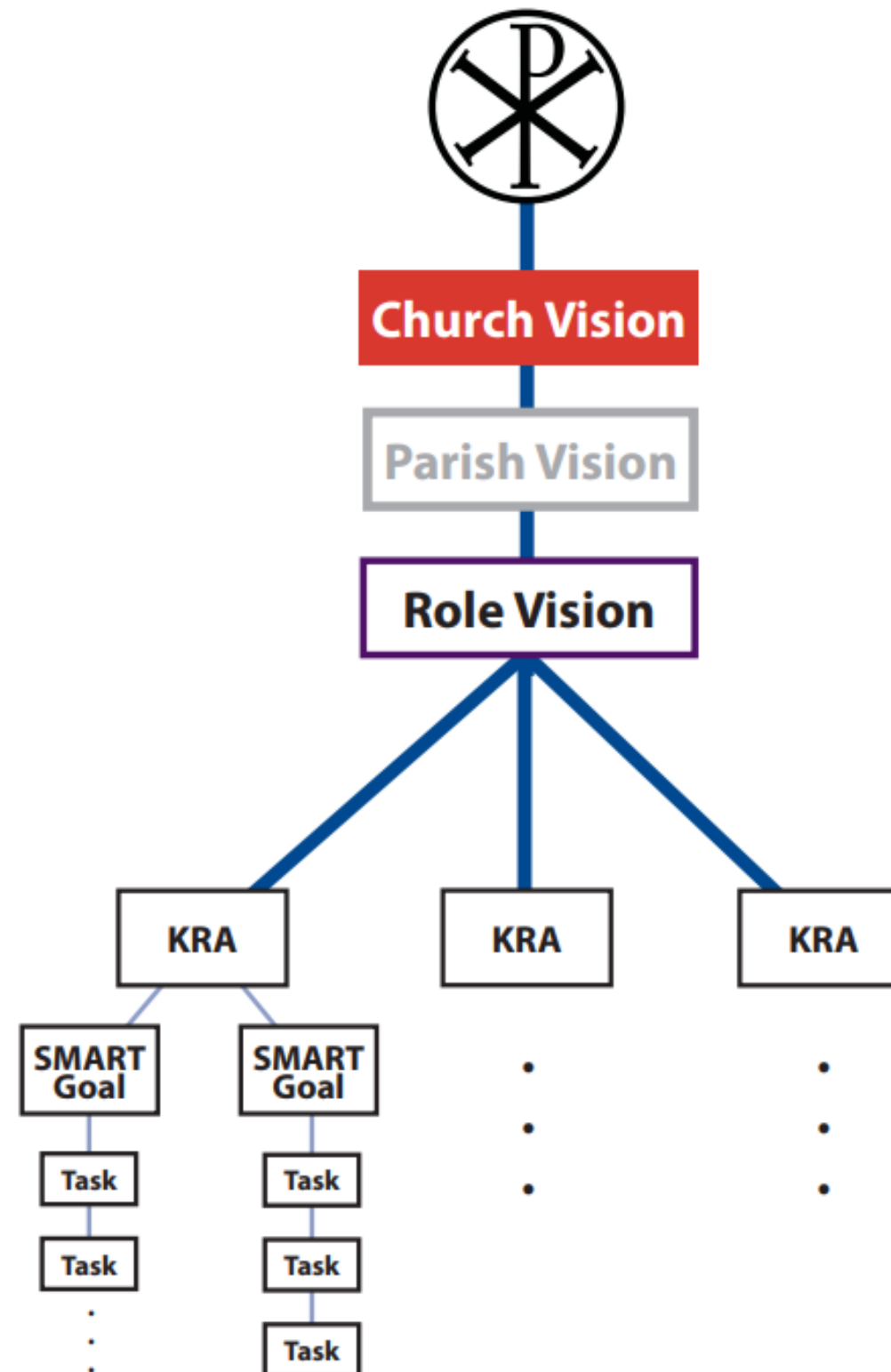


Reflecting on Your Role

1. What are the biggest challenges you encounter in your role?
2. Where are the greatest opportunities?
3. What are your greatest hopes for your parish's communications?

Understanding your Why

Leadership Model of Alignment





RADIATE

Christ



What is Your Parish Vision?

Vision impacts culture...



To make a contribution to the world by making tools for the mind that advance humankind

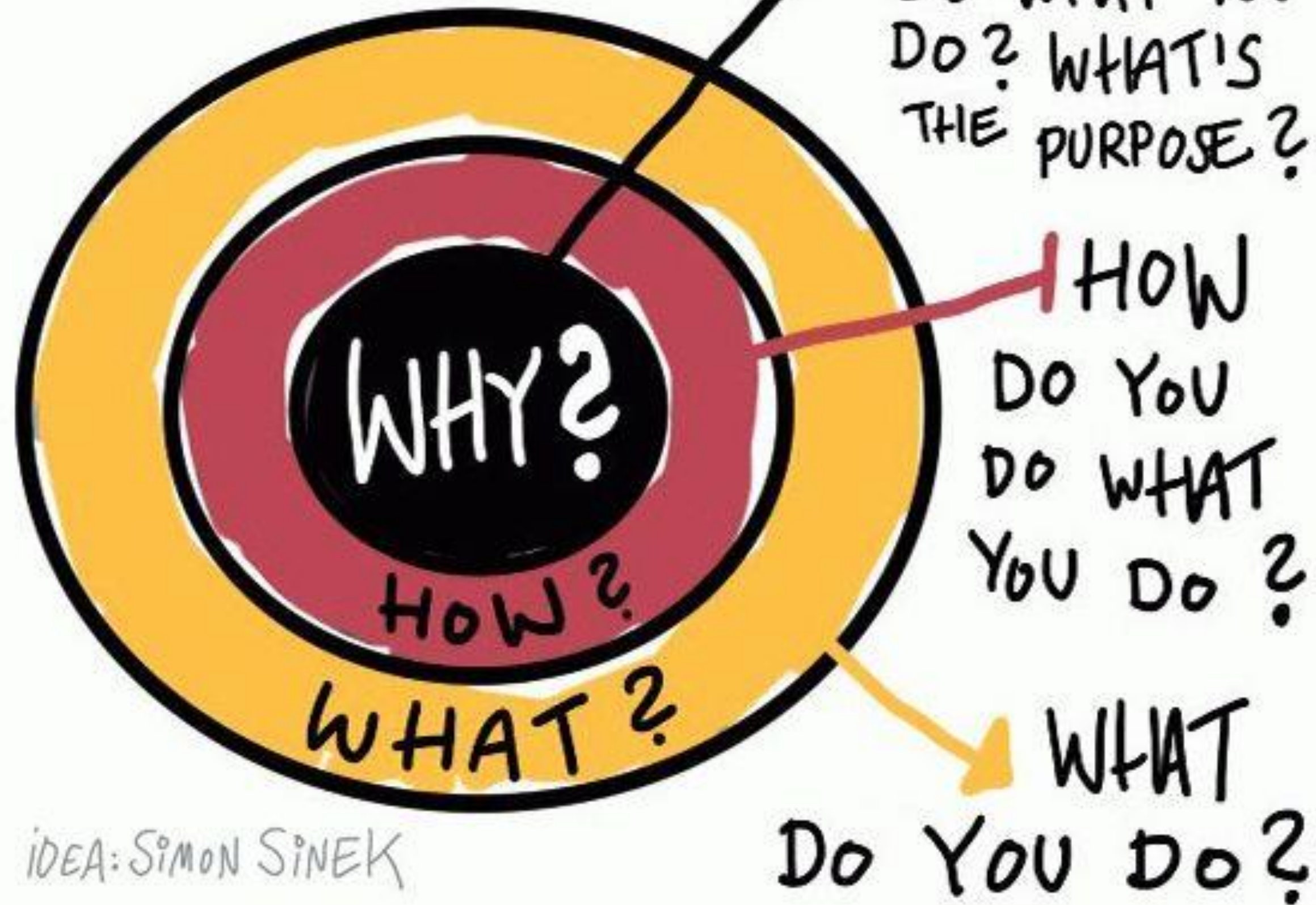
Dedication to the highest quality of Customer Service delivered with a sense of warmth, friendliness, individual pride, and Company Spirit.

To refresh the world... To inspire moments of optimism and happiness... To create value and make a difference.

Saving people money so they can live better.

The Mission of Saint Louis University is the pursuit of truth for the greater glory of God and for the service of humanity.

GOLDEN CIRCLE



IDEA: SIMON SINEK

Enjoy your Break!

15:00



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Quintessentials

“While every parish may have a different set of skills and processes in place, there is a common trend of not placing sufficient emphasis on **strategic** communications.”



Five Steps to Improve Your Parish Communications

Upon a comprehensive analysis of the *Next Generation Parish* experience underway in over 100 parishes across the country, it is becoming clear in the anecdotal stories and collected data that an area of great opportunity for growth in most parishes - no matter the size or structure - is enhanced communications.

While every parish may have a different set of skills and processes in place, there is a common trend of not placing sufficient emphasis on strategic communications. As a result, the full potential of deliberate messaging often goes unnoticed. This document highlights a core set of recommendations to help your parish move beyond the mere tasks associated with “communication activity” towards a more comprehensive approach for “communication strategy.” With a common understanding around priorities, messaging, channel breakdown, and robust scheduling, a parish can set a solid foundation to better embrace a missionary impulse, which is a key indicator of enhanced vibrancy.

To help your parish on this path toward more effective communication in support of discipleship, Catholic Leadership Institute offers five steps your parish can take to begin approaching parish communications more strategically.

15%

INCREASE IN THOSE WHO RECOMMEND THEIR PARISH

In the Diocese of Orlando, one cohort of 6 parishes focused on communications and saw a 15% increase in those who would recommend their parish.



“...listening is the first indispensable ingredient of dialogue and good communication.”

- Pope Francis

#1. Audit Parish Communications

COMMUNICATIONS PLANNING

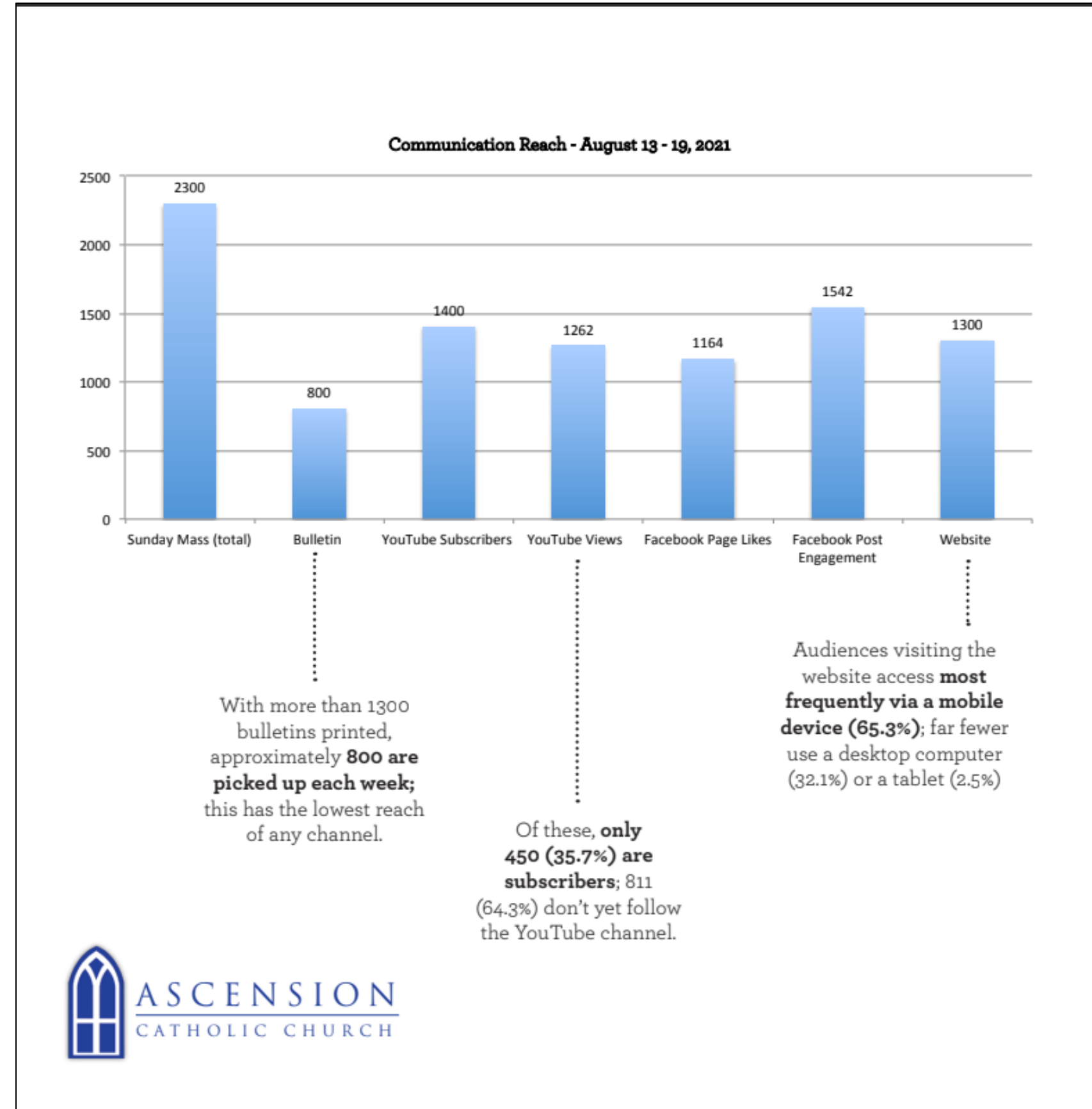
Parish Communications Audit



CHANNEL	FREQUENCY	INTENDED REACH	ACTUAL REACH	RESPONSIBLE PERSON	AUDIENCE

****See
sample on
page 3**

#1. Audit Parish Communications



#2. Review Your Process

- Review your assigned real-life scenario and identify the ideal way to respond.
- Does “the ideal” response align with your family of parish’s true capabilities?
- If no, how would you adapt your approach to be more realistic?

#2. Review Your Process



Message					
Channel	Urgency				
	Time-Sensitive Matter	Special Message from Leadership	Campaigns / Seasonal Engagement	General Announcements	
	Emergency	Announcement about the state of the parish, or a new project (Commission Initiatives)	Large, parish and community-wide message series (Parish Mission, Advent/Lent, Plans)	General ministry announcements, sign-ups, events, etc.	
Text Message	Text core team	-	-	-	
Staff Email / Meeting	Email staff	Preview with core staff	Preview with core staff	-	
Ministry Leaders Email	Email ministry team leaders	Announce to ministry heads	Announce to ministry heads	-	
Website	Update website - special page	Update website - home page	Banner on home page > to a special page	On the individual page	
Social Media	Post, and link to website	Post, and link to website	Organic + Paid Posts	Organic posts / invitations	
MyParish App	Push notification, link to website	Message, link to website	Regular Posts	In appropriate channel / calendar	
Flocknote	Flocknote special message	Include in weekly Flocknote	Ongoing writeups in the weekly Flocknote	-	
YouTube	-	Video preview	Video highlight	-	
Bulletin	Recap in bulletin, direct to website	Include in bulletin, direct to website	Weekly coverage	as needed	
Direct Mail	-	Postcard Drop	Postcard Drop	-	
Sunday Mass	Address in homily / announcements	Weekend Message (4-6 Weeks)	Weekend Message (ongoing)	-	
Local Publications	-	-	Regional ads	-	
Office of Communication	Engage Comm. office, if appropriate	-	Summary update	-	
Press Release	Issue PR if appropriate	-	-	-	
Office of Evangelization	-	-	Summary update	-	

#3. Set Intentional Goals

Think about the last communication you organized/sent.

1. Did it align with the broader parish vision?
2. Was the communication shared in a timely manner with you? To your audience?
3. What were you trying to achieve? Did you take time to assess its success? Did you reach the goal? Why/Why not? What will you replicate (or not) as a result?

#4. Know Your Audience

The Religious Typology: The highly religious, nonreligious and in between

Highly religious
39%

- 17** **Sunday Stalwarts:** Religious traditionalists actively involved with their faith and engaged in their congregations
- 12** **God-and-Country Believers:** Socially and politically conservative, most likely to view immigrants as hurting American culture
- 11** **Diversely Devout:** Traditionally religious, but majorities also believe in psychics, reincarnation, and that spiritual energy can be located in physical objects

Somewhat religious
32%

17 **Relaxed Religious:** Say it's not necessary to believe in God to be a moral person. Religion is important to them, but few engage in traditional practices

15 **Spiritually Awake:** Few practice religion in traditional ways, but most believe in heaven and hell, and subscribe to New Age beliefs

Non-religious
29%

12 **Religion Resisters:** Most think organized religion does more harm than good; politically liberal and Democratic

17 **Solidly Secular:** Hold virtually no religious beliefs and reject New Age beliefs

#4. Know Your Audience

Each group will create a persona representing your assigned segment. Give your persona a name and include the following details:

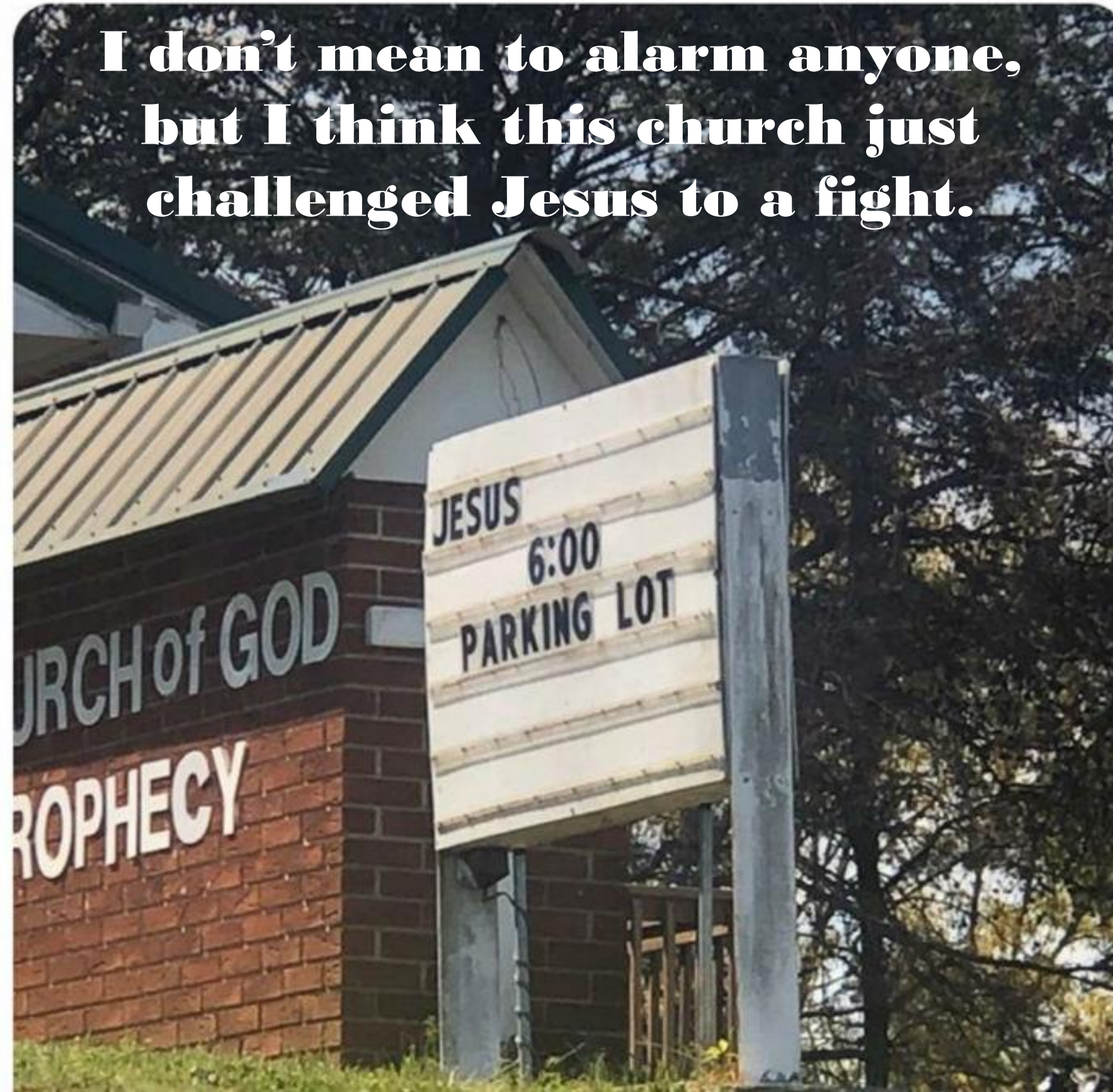
- **Demographics:** Age, gender, marital status, family size, employment status.
- **Goals and Needs:** What are they looking for from the parish (spiritual growth, community, social activities)?
- **Challenges and Pain Points:** What obstacles might prevent them from fully engaging with the parish?
- **Communication Preferences:** How do they prefer to receive information (email, social media, in-person announcements)?
- **Engagement Habits:** How often do they attend Mass, participate in events, or volunteer?
- **Quote or Motto:** A phrase that captures their attitude towards parish life.

#4. Know Your Audience

- How can the insights from the personas be used to create more targeted communication strategies?
- Identify specific actions the parish can take to engage each segment effectively.
- How can the parish address their challenges or pain points?

#5. Develop Clear Messaging

**I don't mean to alarm anyone,
but I think this church just
challenged Jesus to a fight.**



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ASCENSION CATHOLIC CHURCH BRAND GUIDELINES

Logo



The Ascension Catholic Church logo draws inspiration from "The Little Church" window on the community's campus. Constructed in 1923-24, the "Little Church" windows' peaks and arches evoke an upward sweep, reminding the viewer of the biblical Ascension.

As the community prepares for the centennial celebration in 2023-2024, this new logo celebrates the past, and provides a "window" through which to envision the future.

Lockups



The vertical logo should not be used in a size where the window is smaller than 1", to maintain readability of the type treatment.

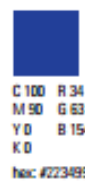


The horizontal logo should not be used in a size where the window is smaller than .5"

The window graphic may also be used as a standalone graphic element, without the lift shadow, or in a reserved color scheme on a dark background.



Color configuration



Fonts

The logo lockups are rendered in Trajan

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

MESSAGE PLATFORM

OUR STORY

Nearly a century ago, after a gift of land, construction began in the Chesterfield Valley on a mission church. This "little church" served the spiritual needs of a few dozen nearby immigrant laborers. This mission church became Ascension Parish, growing rapidly in the 20th century as the area became more populated. The parish's ministries took form to meet the moment, and today, more than 2,800 families – people of all ages and backgrounds – call Ascension our spiritual home. We welcome others to participate in the life of the Church as active parish members.

At Ascension, we demonstrate the **goodness of God** through service. The former "mission church" today is mission-focused. We are action-oriented and committed to reaching those in need, strengthening one another and serving the community with a vibrant and comprehensive array of ministries.

At Ascension, we see God's **beauty** revealed in so many ways... in our parish's uniquely picturesque campus, in the quiet of our silent prayer, in the laughter of our parish's children as they grow, learn and play, and through the wide assortment of spiritual and social activities that bond our community together.

At Ascension, foundationally, the **Truth of God** is made manifest in Word and Sacrament, as we worship together and support one another as a Catholic community. Following in the footsteps of our generous founders, we believe we are called to share the gifts we have been given, supporting our parish as it evolves and grows into the next century.

Together, the people of Ascension are inspired, formed, forgiven, spiritually fed, and deepened in faith. Ascension Catholic Church in Chesterfield: Manifesting goodness, beauty and truth for almost 100 years.

OUR MISSION

Love God, love others, make disciples.

OUR VISION

Making church matter by growing Ascension parishioners into disciples who in turn invite others to the Catholic Church in Chesterfield and assisting other Catholic Churches to do the same.

BRAND PROMISE

At Ascension, we invite you to join us, and be inspired, formed, forgiven, spiritually fed, and deepened in faith.

BRAND SIGNATURE

Manifesting Truth, Goodness and Beauty.

BRAND POSITION

With a welcoming spirit, today people of all ages and backgrounds call Ascension Parish our spiritual home. Focused on our mission to love God, love others and make disciples, we demonstrate the goodness of God as we praise Him and serve others with authentic care and concern. We see God's beauty revealed in our uniquely picturesque campus and in the wide variety of community-focused and spiritual activities that connect us.

Going to the Next Level



INTEGRATED MARKETING AND COMMUNICATION PLAN
COMMUNICATIONS PLANNING PROCESS
DRAFT

DRAFT

	CAMPAIGNS / SEASONAL ENGAGEMENT: AN ANNUAL UPDATE COMMUNITY-WIDE MESSAGE SERIES											
	STEWARDSHIP		WORSHIP		CATHOLIC EDUCATION		SERVICE		EVANGELIZATION		YOUTH MINISTRY / SPORTS	
	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug
In-Person Events												
Weekend Masses	Connect the Gospel message to the call to give generously of all the resources with which we've been blessed.		CTA for Christmas Season volunteers / greeters.		A "uniform" Mass weekend.		Connect the Gospel message to the call to serve one another, through Jesus' example.		Connect the Gospel message to the call to share the Good News with others, and resources.		A "uniform" Mass weekend.	
Homily												
Announcements			Lay witness speaker from a church ministry.		Lay witness speaker from a school + PSR family.						Lay witness speaker from the youth group.	
Festival of Ministries	TBD											
Parish Picnic / Homecoming										CELEBRATE COMMUNITY		
Digital - Internal												
Email to Staff and Ministry Leaders from the Pastor	Summarize current focus, with a CTA for the next phase.		Summarize current focus, with a CTA for the next phase.		Summarize current focus, with a CTA for the next phase.		Summarize current focus, with a CTA for the next phase.		Summarize current focus, with a CTA for the next phase.		Summarize current focus, with a CTA for the next phase.	
Digital - External												
Website - Homepage	Small homepage preview.		Small homepage preview.		Small homepage preview.		Small homepage preview.		Small homepage preview.		Small homepage preview.	
Website - Designated Pages	Launch a new page on stewardship resources.		Launch a new page on ways to get involved with worship opportunities.		Launch a new page for RCIA, PSR, and school integrations.		Launch a new page for service and community outreach.		Launch a separate page with links to stories featured here, and calls to action.		Launch a new section for youth ministry and sports.	
eBlast - All Parish											Include a "Pastoral Plan Highlight" in each of the weekly eNewsletters.	
YouTube Special Video	as needed		as needed		as needed		as needed		as needed		as needed	
Social Media - weekly Facebook / IG posts	Share stories from donors / ministry leaders, of why they give.		Share stories from people involved in heavenly dusts, choir, etc. to talk about their Sunday experience.		Share stories from PSR families, school families, RCIA candidates, and more.		Share stories from families and individuals who make volunteering a core part of living as a family.		Share stories of the kerygma, from SEEK23		Share stories of why families choose ICD sports and youth ministry.	
Print - External												
Bulletin - Print Edition	Weekly content updates.		Weekly content updates.		Weekly content updates.		Weekly content updates.		Weekly content updates.		Weekly content updates.	
Mailed letter / postcard from the Pastor	3/1 drop		11/1 drop		1/1 drop		3/1 drop		5/1 drop		7/1 drop	
The Messenger	Summary				Summary						Summary	

THANK YOU!

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