



TUESDAY, SEPTEMBER 9, 2025

Workshop for Parish Communicators

WELCOME!



WORKSHOP FOR PARISH COMMUNICATORS

Mike Schafer

Director of Communication & Evangelization



Mary, Mother of the Church and our Mother,
present our prayer of thanksgiving to your Son.
Beg from Him the graces we need to be faithful disciples
who follow Him with enthusiasm and joy.
May our witness to the love of God bear fruit
in our archdiocese, parishes, homes and hearts.





Teach us to be God's joyful witnesses,
to radiate Christ in all we do,
so that all people might know, love and follow
your Son through this life and into the next.

Amen.



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WORKSHOP FOR PARISH COMMUNICATORS

Morning Agenda

9:00-9:15	Welcome, Prayer, Agenda	Mike Schafer
9:15-9:45	Parish Website Consolidation	Jake Emser
9:45-10:15	Parish-School Collaboration: Building Bridges, Building Disciples	Jacob Christy
10:15-10:45	Reimagining Stewardship Communication	David Kissell
10:45-11:00	Break	All
11:00-12:00	Reach Your Parishioners with Flocknote	Michael Hagan

Afternoon Agenda

12:00-1:00	Lunch	All
1:00-1:30	Canto Image Library	Mary Fleisher
1:30-2:15	Supercharging Communications and Collaboration with Catholic Social Media	Deacon John Rogers
2:15-2:30	Collaboration Next Steps	Jennifer Schack
2:30-3:00	Open Q&A, Wrap Up, Prayer, Dismissal	Mike Schafer



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Jake Emser

Director, Strategy & Communications
Center for the New Evangelization

The background of the slide is a dark blue-grey color with a subtle, intricate pattern of light brown or tan contour lines, resembling a topographic map. The lines are irregular and flow across the entire frame, creating a textured, organic feel.

Parish Website Consolidation

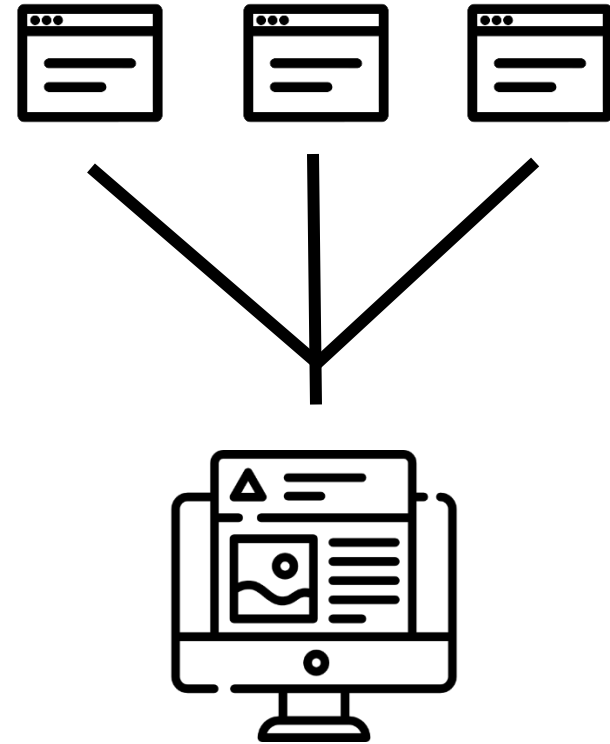
PARISH COMMUNICATORS WORKSHOP

What is Website Consolidation?

- Moving multiple church sites into one family site

Show of Hands:

- Who here has already consolidated?
- Is anyone considering it?

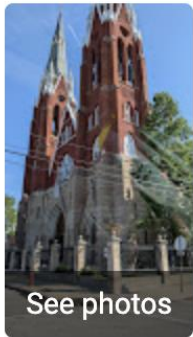


Why Consider This?

- Save on costs
- Streamlined management
- Brand consistency
- Ease of use for parishioners
- Central place for communicators
- Opportunity to revisit design, technology, and tool stack



A Frequent Issue



See photos



See outside

Sweetest Heart of Mary Church

4.8 ★★★★★ 475 Google reviews

Catholic church in Detroit, Michigan



Website



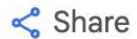
Directions



Reviews



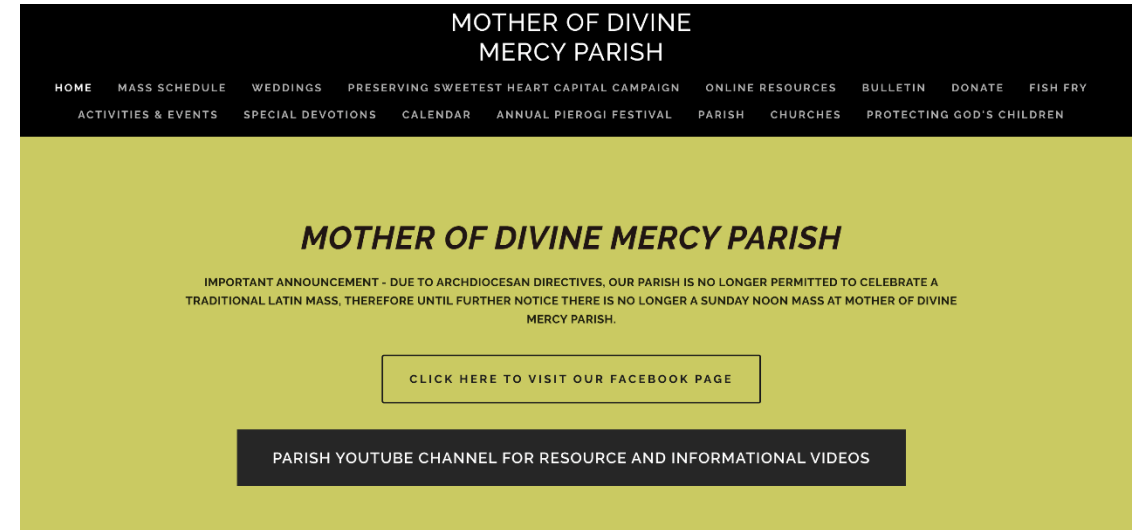
Save



Share



Call



Disconnect between church and family landing page

Church Pages

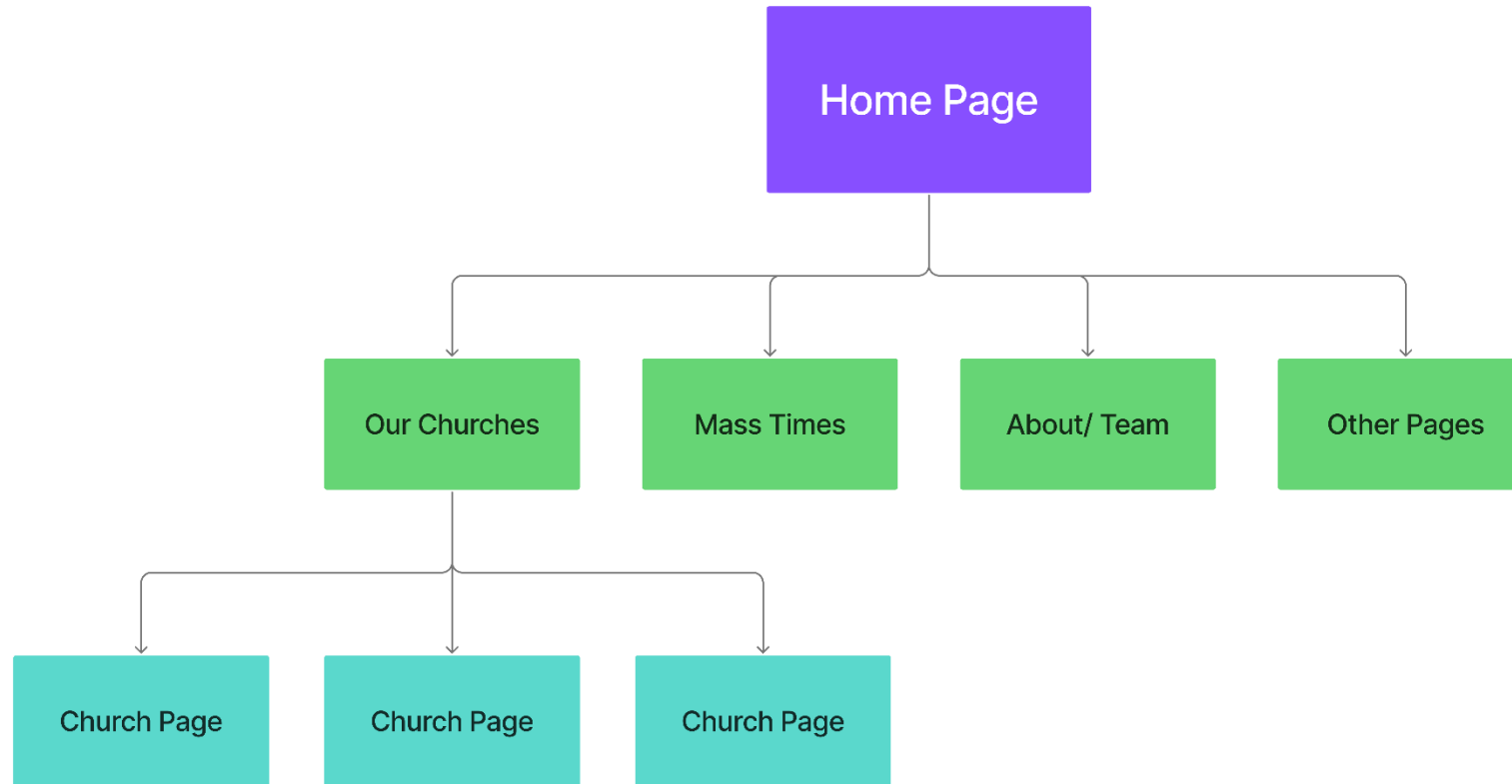
- Build Individual landing pages for each church in your family

These pages might include:

- Church information
- Photos
- Mass Times (or link to Mass times page)
- Confession times
- History
- Map

Note: It's okay to have a page with all your churches on it, but you'll want to consider having one page for each church individually.

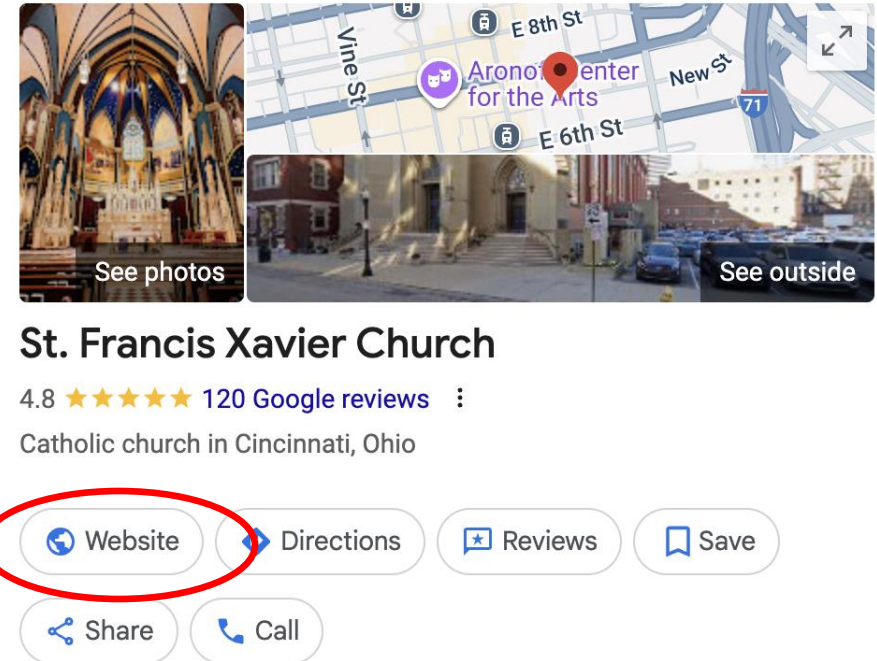
Site Structure



Google Business

- Google business is based on single locations
- Take Google Business links directly to a church page, not the Family of Parishes home page
- This eliminates confusion for non-parishioners trying to visit the church

www.family/church-name



Note: This approach also helps Google organize organic search results for churches too, not just Google business



Mary Queen of Angels Family of Parishes

<https://www.queenofangelsfamily.com> › st-patrick ⋮

Saint Patrick Church

Patrick (Bellefontaine) **316 East Patterson Avenue Bellefontaine, Ohio 43311.**

catholicbellefontaine@gmail.com · CatholicBellefontaine · [queenofangelsfamily.com](https://www.queenofangelsfamily.com)/ ...

www.queenofangelsfamily.com/st-patrick

Family Name

Church Name

Site Messaging

- Throughout your entire site it's important to consider that users might confuse parishes with the Parish family and vice versa
- Keep this at the forefront of messaging on the site
- Strive to balance the promotion of the Family while limiting this confusion



Mass Times Page

We recommend having a single page dedicated to Mass times

- If Mass times are buried on home page, they're unlikely to rank in search
- This helps Google to present this page and information within SERP features or Site Links
- Mass times can be duplicated across the site



Our Lady of Light Family of Parishes
<https://www.olldayton.org>



Incarnation Church

A beautiful and vibrant community! Both **Incarnation** and St. Francis feel like home to our family now. We love the programming for families.

Watch Online

Make an Online Gift. Incarnation Church · St. Francis of Assisi ...



Mass Times

Labor Day. Monday, September 1 8:30am // Incarnation Church ...



Our History

Incarnation's history tells the story of a small mission church on six ...



Our Campuses

Incarnation Church · Where can I find the reconciliation room ...



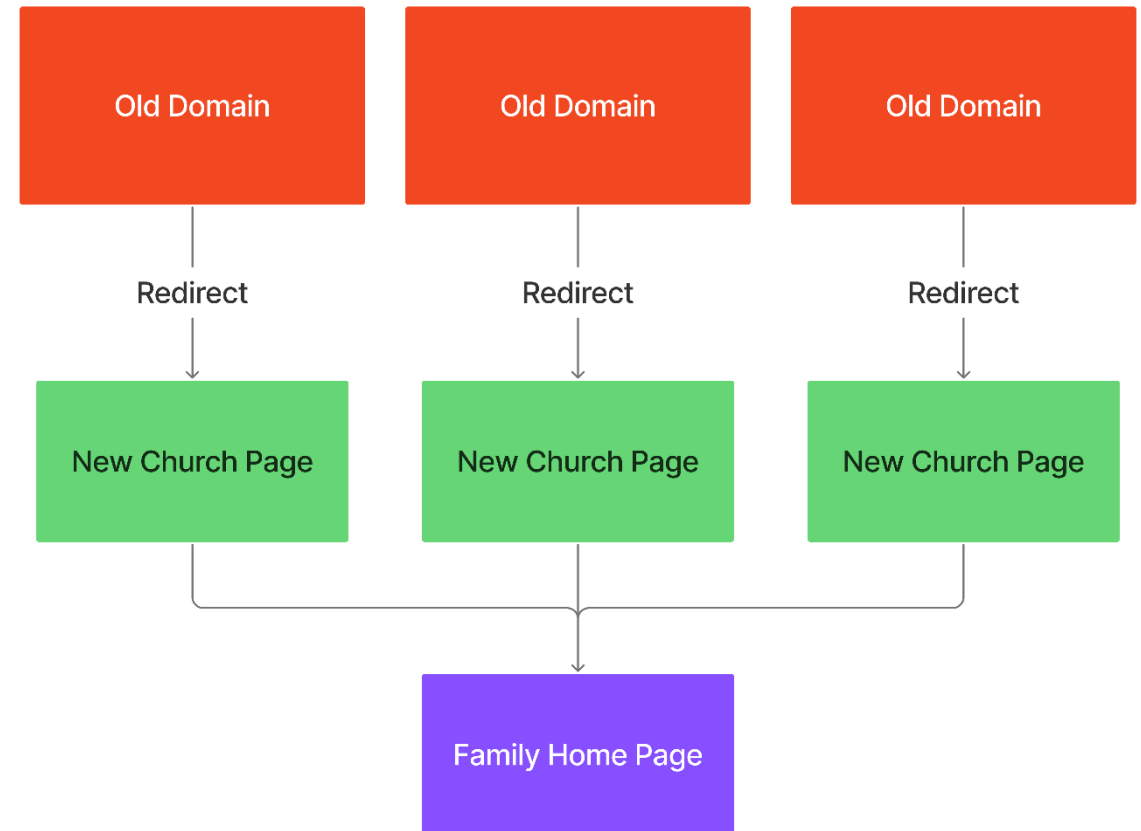
Confession

12:00pm-1:00pm // Incarnation Church WEDNESDAY 12:30pm ...



Redirects

- Maintain ownership of old parish domains for some time. These likely have a lot of backlinks and SEO equity.
- Build permanent redirects (301 redirects) from old church sites to new church pages
- This will help to preserve site traffic and all SEO equity that has been built over the years
- The cost to do this is very manageable



SEO Rundown

Google uses of 200 parameters to rank sites in search

- Use meta descriptions for pages
- Keep page size small by compressing images
- Solicit backlinks when appropriate
- Make site mobile friendly



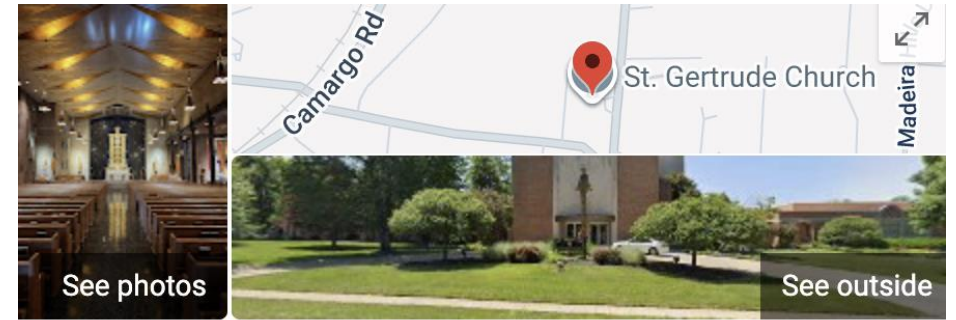
Keyword Volume

Related Keywords	Monthly Search Volume	Difficulty
Catholic churches Dayton	720	10
Catholic churches Cincinnati	1900	23
Mass times Cincinnati	590	17

Updated September 2025

Play the Google Game

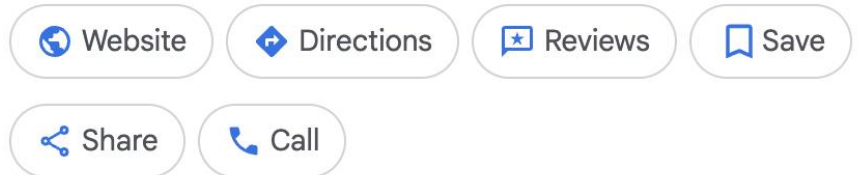
- Keep hours and details up to date
- Solicit church reviews
- Respond to bad reviews
- Occasionally add photos and posts



St. Gertrude Church

4.7 ★★★★★ 279 Google reviews

Catholic church in Madeira, Ohio



Address: 6543 Miami Ave, Cincinnati, OH 45243

Phone: (513) 561-5954

Hours: Open · Closes 8 PM ▼

Working With Agencies

Pros

- Design expertise
- Expert support
- Advanced web functionality

Cons

- High cost
- Delayed workflow
- Hard to find good agencies
- Might push unneeded work

Suggestion:

If you have someone in-house who can confidently handle the website, this is going to save you a lot of time and money.

The background of the slide is a dark blue-grey color with a complex, organic pattern of light brown and tan lines. These lines resemble topographic map contour lines, with some areas showing concentric circles and others showing more elongated, wavy shapes. Some of the lines are solid, while others are dashed. There are also small, faint numbers scattered throughout the pattern, such as '800', '804', '806', '808', '810', '812', '814', '816', '818', '820', '822', '824', '826', '828', '830', '832', '834', '836', '838', '840', '842', '844', '846', '848', '850', '852', '854', '856', '858', '860', '862', '864', '866', '868', '870', '872', '874', '876', '878', '880', '882', '884', '886', '888', '890', '892', '894', '896', '898', '900', '902', '904', '906', '908', '910', '912', '914', '916', '918', '920', '922', '924', '926', '928', '930', '932', '934', '936', '938', '940', '942', '944', '946', '948', '950', '952', '954', '956', '958', '960', '962', '964', '966', '968', '970', '972', '974', '976', '978', '980', '982', '984', '986', '988', '990', '992', '994', '996', '998', '1000'.

Questions?

PARISH COMMUNICATORS WORKSHOP



Radiate Christ Awards

www.centerforthenewevangelization.org/radiate-christ-awards



CNE Newsletter



WORKSHOP FOR PARISH COMMUNICATORS

Jacob Christy

**Associate Director, Marketing & Development
Incarnation Catholic School**

Parish-School Collaboration

Building Bridges

Building Disciples

My Story

JACOB CHRISTY

Associate Director of Marking & Development
Incarnation Catholic School
Our Lady of Light Family of Parishes



How Does OLL Collaborate?

- **Hold Weekly Collaboration Meetings:** Meet regularly to align on upcoming events, joint initiatives, and shared communication efforts.
- **Coordinate Social Media Content:** Work together to create and share posts across parish and school platforms.
- **Share Space in Printed Publications:** Include updates, events, and messages from both the parish and school in mailed newsletters and reports.



Are You Collaborating or just Communicating?

- For decades schools and churches have worked **NEXT** to each other but not often **WITH** each other.
 - Communication is passive and reactive
 - Collaboration is intentional and proactive.
- Both the parish and the school serve as two branches of the same mission: forming disciples of Christ.



How can you start?

01

IDENTIFY KEY MEMBERS FOR COMMUNICATIONS TEAM.

Find the point of contact and each school/church and create a committee where you can share upcoming dates and information.

02

DETERMINE KEY AREAS WHERE YOU CAN COLLABORATE

Come up with a list of events, activities, and areas where you think collaboration will be most beneficial.

03

ESTABLISH A SYSTEM FOR ONGOING COMMUNICATION AND COLLABORATION PLANNING.

Set up regular meetings or create a common space for sharing ideas, coordinating efforts, and planning upcoming collaborative initiatives.

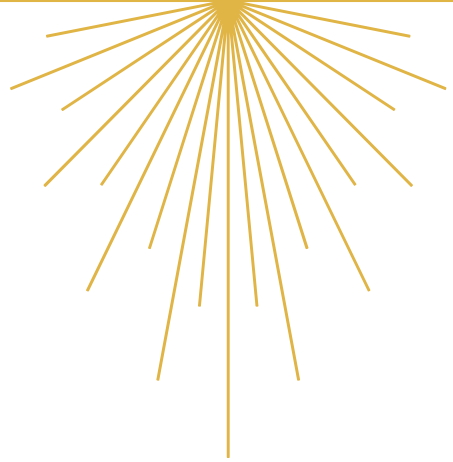
If you could implement one new initiative today to improve parish-school collaboration, what would it be? and why?



WORKSHOP FOR PARISH COMMUNICATORS

David Kissell

Director, Stewardship & Giving



Department of Stewardship

David Kissell, Director

dkissell@catholicaoc.org

Office: 513.263.3381

Cell: 513.578.9212

Reimagining Stewardship Communication



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Stewardship...

**“It’s just a
roundabout way to
get more money.”**

Stewardship...

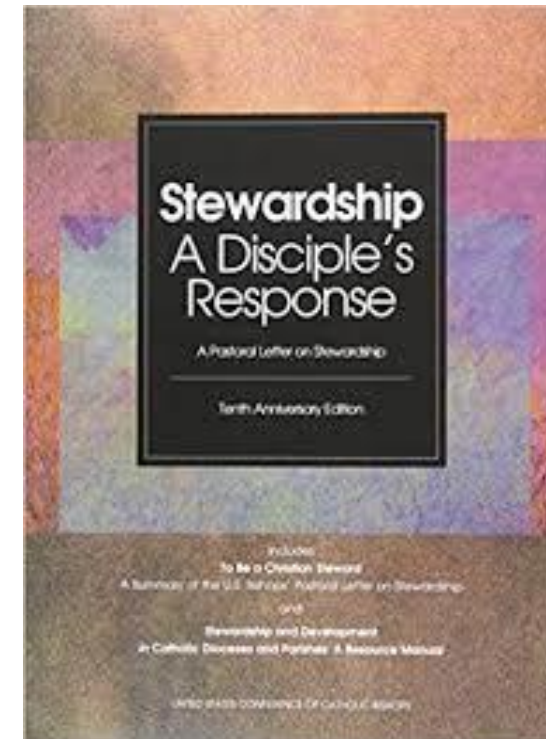
**“Once one chooses to become
a disciple of Jesus Christ,
Stewardship is not an option.”**

STEWARDSHIP: A DISCIPLE’S RESPONSE

Stewardship...

4 Characteristics of a Christian Steward:

- Receives God's gifts gratefully,
- cultivates them responsibly,
- shares them lovingly with others,
- returns them with increase to the Lord.



Stewardship in the Parish

**“My need to give is
more important than
the parish’s need
to receive.”**

Our Current Reality

**“If Catholics would rise
up and be truly Catholic,
the world would change
overnight.”**

- Mother Angelica

Best First Steps...

#1
Focus more
on the
WHY than
the WHAT

Why do you do what you do?

Dream Big...Share Bold Visions

Connect everything to Mission

Best First Steps...

#2 Use Stewardship Language

Everything is a gift from God

**We are stewards of...
We have been entrusted with...**

**Stewardship as a way of life;
expression of discipleship**

Best First Steps...

#3 A Donation is Just the Beginning...

Make campaigns, appeals, and fundraisers more about getting to know people than about the financial contributions

**Meaningful conversations,
in-person as much as possible**

Importance of the database

**Saying “Thank you!” and Impact
reporting back to families**

Best First Steps...

#4

**Build
engagement
activities into the
regular rhythm
of your parish**

Interviews, input sessions, surveys, town hall meetings

- What are we doing well?
- What do we need to improve?
- What should we focus on for the next 1 to 3 to 5 years?

Phone Outreach

- "Checking in on you and your family..."
- "Here are updates from the parish..."
- "What can we pray for, do you have any special intentions?"

Best First Steps...

#5

**Focus on the
Spiritual
Benefits of
Giving**

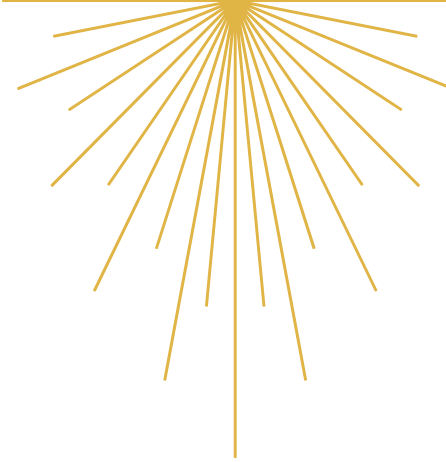
**Gratitude...Unity...Mercy...
Witness...Trust**

**Communications about financial
giving, especially Offertory**

Invitation to grow in our Faith

**“You want to do something
for the Lord...do it. Whatever you feel
needs to be done, even though you're
shaking in your boots, you're scared to
death -- take the first step
forward. The grace comes with that one
step and you get the grace as you step.
Being afraid is not a problem; it's doing
nothing when you feel afraid.”**

- Mother Angelica



BREAK!

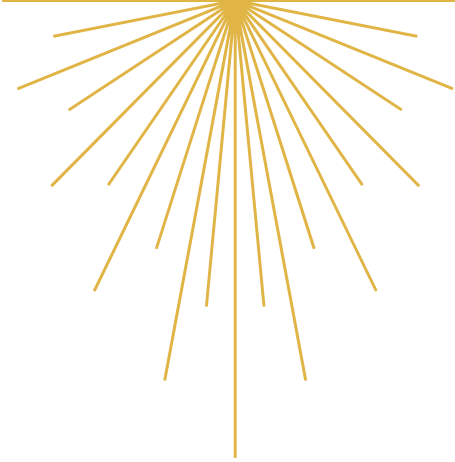
We will resume at 11:00





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Michael Hagan
Happiness Engineer & Co-Owner
Flocknote



ENJOY LUNCH!

We will resume at 1:00



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Afternoon Agenda

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Mary Fleisher
Photography Coordinator

Canto Image Library



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What is Canto?





Navigating Canto

how to find what you're looking for!



The Image Library



tips & tricks

start broad and narrow your search

use simple keywords and phrases

utilize folder and album structure

use filters and facial recognition



How you can access Canto

We will need your:

- Name
- Title
- Family of parishes or school
- Email address
- Phone number



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Deacon John Rogers
Vice President of Catholic Services
Prenger Solutions Group



Fall 2025 YEAR 3 FAMILY PATHWAY REPORT

With the submission of the Family of Parishes Annual Plan Report to Archbishop and results from the DMI Survey received, now is the perfect opportunity to update parishioners through a Year 3 report for the Family.

It is important to make communication specific, honest and aspirational. There are many emotions and trials during the process of uniting as a community; by sharing what has happened in the past year in your Family and sharing your vision and plans for the coming year, parishioners will look forward to a brighter future for their Family and the Archdiocese of Cincinnati.



Report Generator

Use this tool to quickly generate a report PDF that you can easily share with parishioners.

GENERATE YOUR REPORT

[Or download PDF Template](#)



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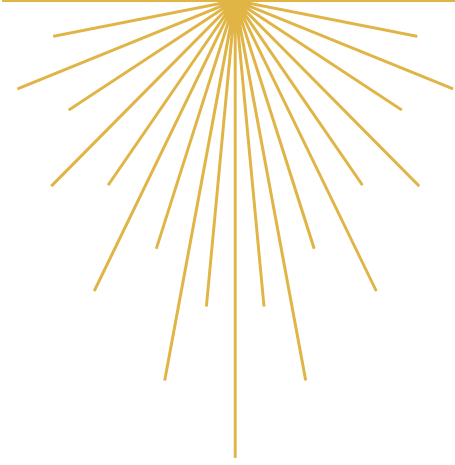
Jennifer Schack

Director, Digital Content & Media Relations

Collaboration Next Steps

Primary Communication Contact Each Family of Parishes

1. Log ins and credentials for new tools
2. Shared doc for collaboration between Families?

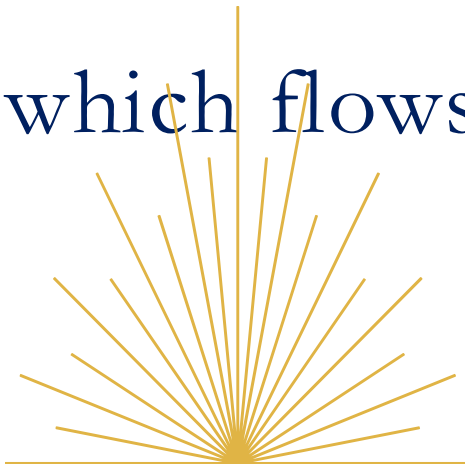


Questions?



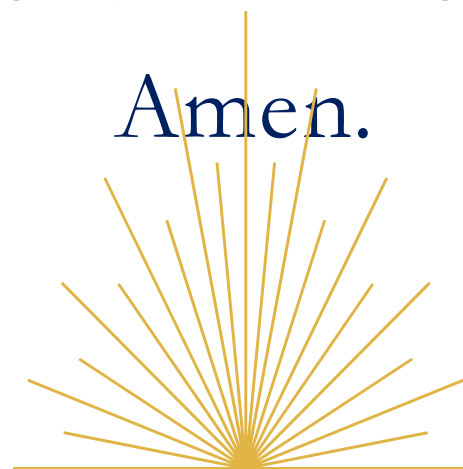


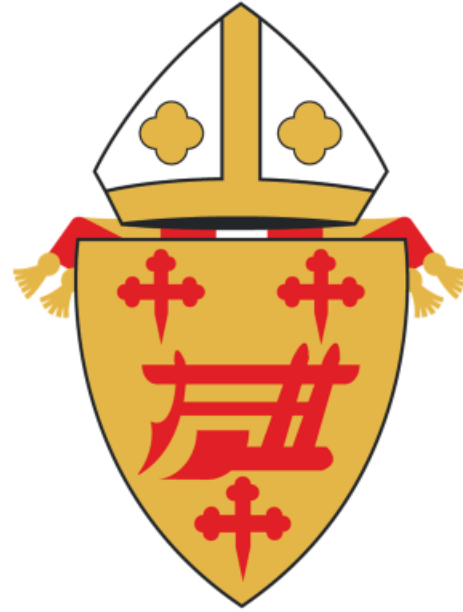
Holy Mary, Mother of God,
you have given the world its true light,
Jesus, your Son – the Son of God.
You abandoned yourself completely to God's call
and thus became a wellspring
of the goodness which flows forth from him.





Show us Jesus. Lead us to Him.
Teach us to know and love Him,
so that we too can become capable of true love
and be fountains of living water
in the midst of a thirsting world.
Amen.





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RADIATE CHRIST