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Beacons of Light

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Communicating  
the Vision

Welcome and Prayer  
Beacons 101 & Phase 2  
Communicating the Vision  
Case Study  
Small Group Discussion  
Next Steps  
Upcoming Events



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Beacons of Light

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What and Why



**Beacons of Light is a process of pastoral planning to best arrange all the resources of the archdiocese to proclaim the Gospel and make disciples in this particular time and place.**

Throughout the process, priests, deacons, staff, and parishioner leaders will progress through the phases of Beacons of Light, ensuring attention to the six guiding principles and the 31 parameters that provide a framework for significant change as Families of Parishes move to become unified evangelizing communities of faith.

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BEACONS of LIGHT

Building Blocks for Parish Vitality

Beacons of Light is designed with building blocks to enhance pastoral life in the Archdiocese of Cincinnati.

PHASES

Sequential areas of focus; the phases are not tied to calendar years.

PRINCIPLES

Foundational elements that contribute to the vision and mission of Beacons of Light.

PARAMETERS

Common expectations for all Families of Parishes; what every Family must or must not do.

MILESTONES

Markers for each principle that determine when a Family has completed a phase.

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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

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Beacons of Light

Pathway Phases

		Outcome:
<div><div>1</div><div>Leadership</div><div>12 - 18 Mo</div></div>	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
<div><div>2</div><div>Vision</div><div>6 - 9 Mo</div></div>	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 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.	Vision Statement
<div><div>3</div><div>Culture</div><div>6 - 9 Mo</div></div>	Now that a vision and ecclesial culture are defined, Family leaders collaborate 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.	Strategy for Culture Management
<div><div>4</div><div>Planning</div><div>6 - 9 Mo</div></div>	Implementing those action steps is how the FLT and Family of Parishes achieve that vision and change the Family of Parishes culture to support unity, parish vitality, and missionary discipleship. <i>This then becomes an ongoing mode of operation as the Family of Parishes continues to plan and execute.</i>	Plan
<div><div>5</div><div>Mission</div><div>9 - 15 Mo</div></div>		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.

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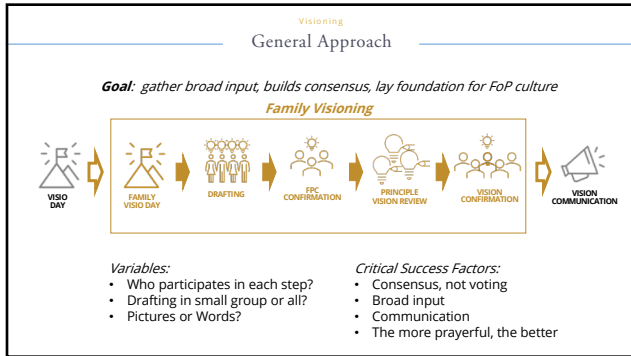
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**Mike Schafer**  
Director of Communication  
& Evangelization





The Procter & Gamble Company

- Brand Marketing (various positions)
- 17 years



Fifth Third Bank

- VP of Advertising & Branding
- 11.5 years

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Why do we need  
a Vision?



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The Power of a  
Good Vision

A Good Vision ...

- **Informs Strategy** – strategy is about choosing from among the many good options; vision can be the "filter" for those choices
- **Shapes Culture** – "personnel is policy"; the vision should impact hiring, onboarding, volunteer recruitment, team relations
- **Unifies and Animates** – vision provides a roadmap and constancy of purpose

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Procter & Gamble  
(example)

We improve the lives of the world's consumers through products of superior quality and value.

Note these choices:

- Consumer-centric ("improve lives", "superior value")
- Global ("the **world's** consumers")
- Products (not services)
- Leverages advantage in R&D/technology ("superior quality")

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**Folgers Coffee**  
 (example)

Folgers mountain-grown taste and aroma wake you up and get your day off to a brighter start.

Note these choices:

- Aroma (key consumer signal of taste)
- "Mountain-grown" (reason to believe; category attribute)
- Morning (key consumption daypart)
- Day brightening (ultimate benefit – caffeine!)

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**Vision Statement**

A short, aspirational statement of direction for your Family of Parishes.

Characteristics:

- Memorable ("short"), future-oriented ("aspirational")
- Indicates where we are going and why (informs choices)
- Has a Family-wide focus (external rather than internal)
- Reflects Family-specific charisms and circumstances

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**The Power of a Good Vision**

**Some Good AOC Examples**

*Deeply encountering Jesus Christ and reflecting Him to others*

*Gathering in Faith, Sharing in Hope, Growing in Love*

*A community of disciples united in our Eucharistic Lord and sent to transform the world in the light of the Gospel*

*One community of missionary disciples who radiate Christ in their lives and to those around them*

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### A Good Vision ...

- **Informs Strategy** – strategy is about choosing from among the many good options; vision can be the "filter" for those choices
- **Shapes Culture** – "personnel is policy"; the vision should impact hiring, onboarding, volunteer recruitment, team relations
- **Unifies and Animates** – vision provides a roadmap and constancy of purpose

**The Power of a Good Vision**

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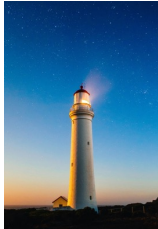
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### The Five P's

- **Publish** – intentional launch/roll-out
- **Promote** – to all constituencies, starting from the core and radiating outward
- **Preach** – literally!
- **Persevere** – this takes time
- **Patience** – expect resistance

**Communicating the Vision**

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**Publish**

Rollout – explain in 5 minutes or less:

- How vision statement was created (ideally collaboratively)
- Why this statement was chosen (choices made)
- How it will impact the Family's activities and culture

Where – add your vision statement to:

- Family website (with the explanation described above)
- Bulletin, business cards, letterhead, email signatures, signage
- Other Family communications

*Make it pervasive!*

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### Promote

Meet with and explain the Vision Statement sequentially to:

- All parish councils and commissions
- All Family staff members, ministry leaders, key volunteers
- Family "town hall" meetings

Incorporate into future meetings by discussing:

- How are we living out our vision as a Family of Parishes?
- How are we not living out our vision?
- What opportunities do we have to do better?

*Keep it alive!*

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### Preach

The single most effective place your pastor, as leader of the Family of Parishes, can communicate with parishioners is in a homily.

During the rollout, we recommend sharing the vision statement at all Masses, explaining its significance and impact on the future activities of the Family.

The theme of the vision statement for the Family, if not the specific words, should be incorporated into future homilies thereafter.

*Give it authority!*

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### Persevere w/ Patience

Change is difficult.

Adoption and understanding take time.

You may even experience resistance.



*Maintain constancy of purpose!*

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## A Case Study

Effectively Communicating Vision to Parishioners



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**Angel Schneider**  
Director of Communication  
& Engagement



**ST. FRANCIS DE SALES  
PARISH & SCHOOL**  
*Making Disciples & Disciple Makers*

- St. Francis De Sales Parish
- 6+ years
- Missionary Staff Member
  - Director of Religious Education
  - Parish Office Manager
  - Director of Communications

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## COMMUNICATION

*/ka-myoo"ni-ka'shan/  
noun*

1. The act of communicating; transmission.
2. The exchange of thoughts, messages, or information, as by speech, signals, writing, or behavior.
3. Interpersonal rapport.

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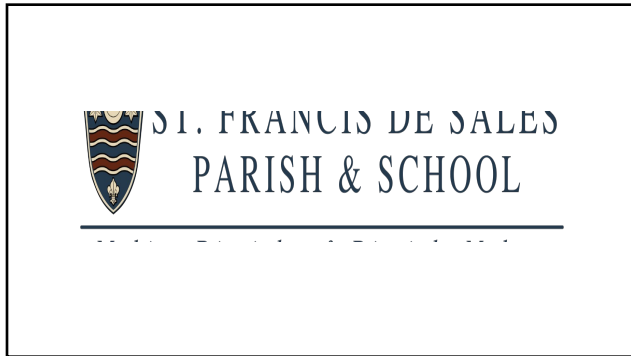
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St. Francis de Sales  
(example)

Making Disciples and Disciple Makers

Characteristics:

- ✓ Aspirational, future-oriented
- ✓ Indicates where we are going and why (informs choices)
- ✓ Reflects parish-specific charisms and circumstances
- ✓ Unifying (gets everyone on the same page)

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Create Clarity

- **Define Terminology** – assume unawareness of definitions
  - What is a ***disciple?***
  - What is a ***disciple maker?***
- **Define Actions** – "paint a picture" of the terminology to ensure understanding
  - What does one ***look*** like?
  - What does one ***feel*** like?
  - What does one ***do?***

Practical Implementation

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Practical  
Implementation

### Create A Lens



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Practical  
Implementation

### Create Repetition

- **Barrage Touchpoints**
  - Make them sick of seeing it, reading it, and hearing it.
- **Engrain it in their**  **and**  **.**
  - Make it a part of their language, actions, and ultimately their identity as parishioners.

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### Lowest Hanging Fruit



**Mass Experience**

- Robust Welcome
- Vision-Infused Homilies
- Multi-media Integration

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### Tactics



- Imagery and videos
- Copywriting
- Glory Stories

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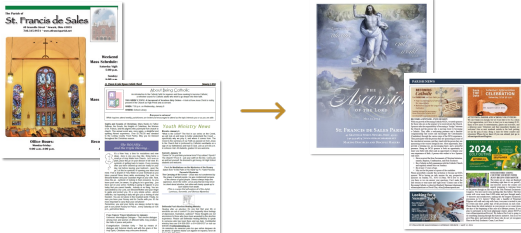
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### Bulletin




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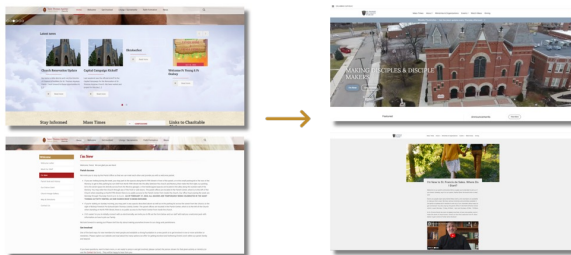
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### Website




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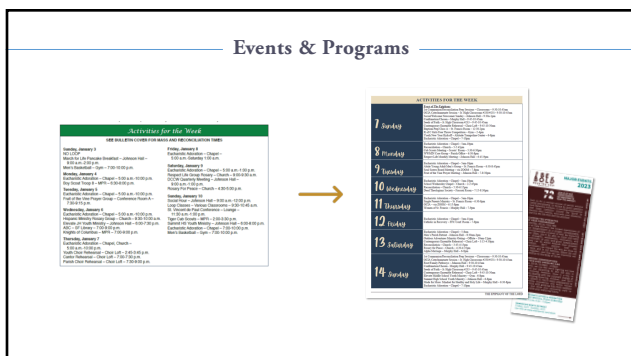
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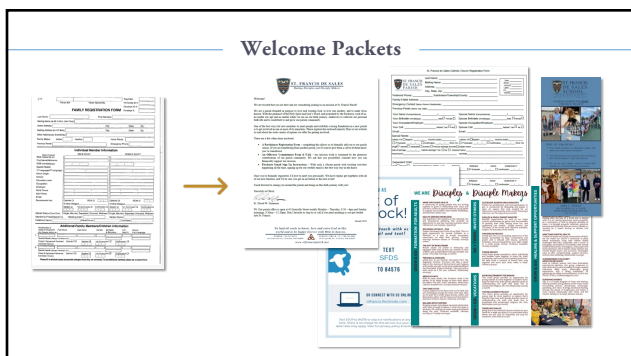
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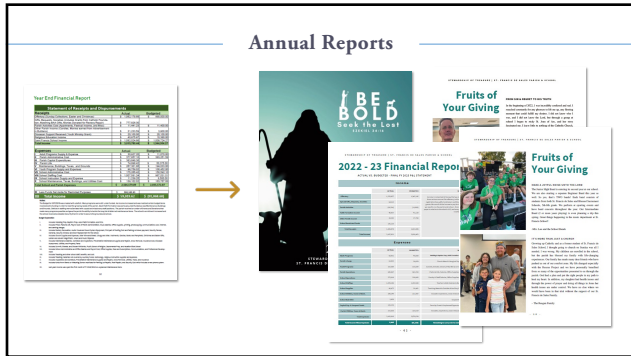
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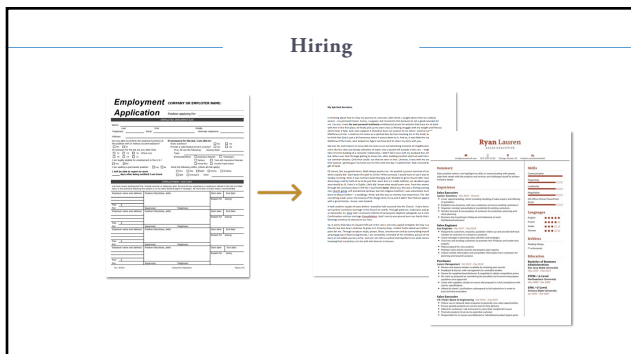
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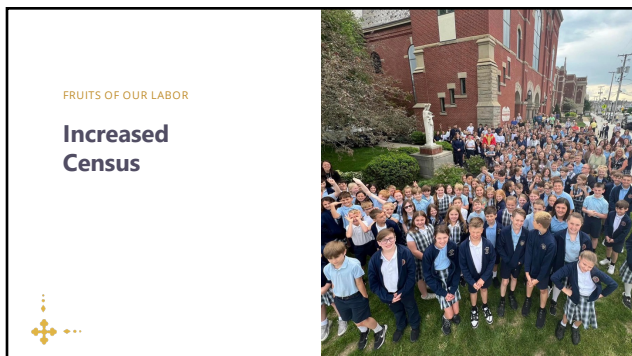
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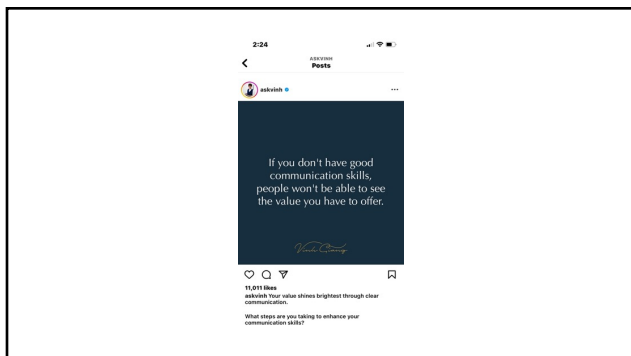
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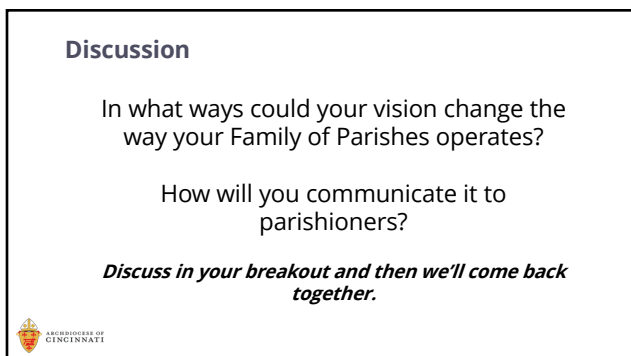
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**Phase 3 Kickoff Day**  
*Fresh Approaches to Parish Culture*

**Aug 20, St. John (West Chester)**  
**Aug 21, University of Dayton**

**10a-3:30p**

*Family Leadership Teams come together to kickoff Phase 3 of Beacons of Light and consider fresh approaches to parish culture.*  
**Save the date: more info in early June!**

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**JOIN THE NATIONAL EUCHARISTIC PILGRIMAGE | JULY 1 - 8**



The National Eucharistic Pilgrimage is traveling through the Archdiocese of Cincinnati! Join the pilgrims on their journey as they accompany Jesus in the Blessed Sacrament to the National Eucharistic Congress in Indianapolis.

<b>St. Brigid</b> JULY 1 & 2   XENIA	<b>Jesus is Here Eucharistic Festival at Fountain Square</b> JULY 6   DOWNTOWN <small>presented by</small> 
<b>St. Francis de Sales</b> JULY 2 & 3   LEBANON	
<b>St. Gertrude</b> JULY 3 & 5   MADEIRA	
<b>St. Cecilia &amp; St. Mary</b> JULY 5 & 6   OAKLEY	
<b>Holy Cross-Immaculata</b> JULY 6   MT. ADAMS	<b>St. Lawrence, St. William &amp; St. Teresa of Avila</b> JULY 7 & 8   PRICE HILL

For more information visit: [JesusIsHere2024.org](https://JesusIsHere2024.org)

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**SAT. JULY 6 | DOWNTOWN CINCINNATI**


**MASS - EUCHARISTIC PROCESSION**  
**PRAYER - FOOD - SANGUINE - MUSIC**

10 AM Mass With Archbishop Schwedt's Cardinal Bishop of St. Peter in Chains  
11 AM Eucharistic Procession From the Bishop to Fountain Square  
11:30 AM Jesus is Here Eucharistic Festival Fountain Square



DAMIRACIS WEHRING ST. JAMES LINDE JOHN CAMPBELL

**BRING THE WHOLE FAMILY!**  
[JesusIsHere2024.org](https://JesusIsHere2024.org)



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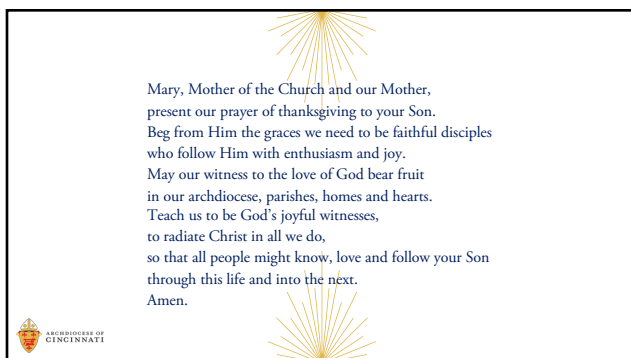
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