

St. Anthony on the Lake

PARISH COMMUNICATIONS AND SERVICE REQUEST PROCEDURES

HOW TO REACH THE OFFICES—

Address: W280N2101 Prospect Ave, Pewaukee, WI 53072

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|------------------------|----------|--|
| Parish Web Page: | | www.stanthony.cc |
| Parish Office: | 691-1173 | parish@stanthony.cc |
| Faith Formation: | 691-9170 | michaelsm@stanthony.cc |
| School Office: | 691-0460 | principal@stanthony.cc |
| Music Office: | 691-2774 | latonav@stanthony.cc |
| Prayer Line: | 691-1173 | prayerline@stanthony.cc |
| Sacramental Emergency: | 971-1249 | |

Parish office hours: Mon-Thurs 8:30-4:30; Fri 8:30-3:00 (closed Fridays in summer); Sundays 8:15-12:00

School office hours: Mon-Fri 7:30-3:30 (Summer hours vary)

KEY CONTACTS—

Communications Team Distribution List communications@stanthony.cc

Individual Communication/Tech Contacts:

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|---|--|
| Megan Sheehan, Director of Communications and Stewardship | sheehanm@stanthony.cc |
| Lisa Diebold, Communication Specialist (website, bulletin editor) | dieboldl@stanthony.cc |
| Kris Ponzi, Parish Administrative Assistant | ponzik@stanthony.cc |
| Rebekah Jacunski, School Administrative Assistant | school@stanthony.cc |
| Maureen Michaels, Faith Formation Administrative Assistant | michaelsm@stanthony.cc |
| Technology Director: Chris Jaskie | tech@stanthony.cc |
| Church media: Vince LaTona | latonav@stanthony.cc |

COMMUNICATIONS VISION—

Our parish is blessed with numerous channels of communication to use in conducting our ministries. Our goal is to use each channel as effectively as possible so that our messaging serves the needs of our parishioners. This involves having good clarity on the purpose of each channel, setting consistent processes for the management of each channel, and timely execution. Please use this guide as a reference and whenever in doubt, don't hesitate to connect directly with the individual or individuals responsible for a particular channel.

One helpful general distinction to make has to do with the relationship between our three primary electronic channels. Our web site is primarily used to house a general overview of parish life at St. Anthony. Our group emails (via Constant Contact) are an opportunity to give targeted, timely messages to specific audiences within the parish (i.e. School families, Faith Formation families, etc.). These emails will often point to information that is stored on the web site. Our Facebook pages provide us an opportunity to highlight and celebrate various activities and events going on in our community. Facebook posts are very visual and less text-driven but they can also point back to the website where more detailed information is housed. An easy way to think of this might be:

Website = Inform

Emails = Alert

Facebook = Alert/Celebrate.

Ultimately, we are all trying to get the right messages to the right people at the right time. Many moving parts serve to make this a reality and this guide is an attempt to offer some direction to that process. Communications planning can be considered in three parts of any program or ministry: pre-event, during event, and post-event. The post-event opportunities, the follow-up, is just as important as the pre- event advertising. We want to show and celebrate what happened! The parish does reserve the right to edit any submissions prior to publications or communication.

Parish Website: The hub of St. Anthony communication

St. Anthony on the Lake maintains a parish website as the hub of our communication. Please submit information electronically for the website to Lisa Diebold.

| Contact | Guidelines | Timeline |
|---|---|---|
| Lisa Diebold, website, bulletin dieboldl@stanthony.cc or communications@stanthony.cc 262-691-1173 | Consider having info in the bulletin, but enhancing your information on the website with flyers, sign-ups, images, more details and resources. Department heads give approval for major page changes | Webmaster office hours are usually Tuesdays, Wednesdays and Thursdays so consider that in your requests. Advance notice of requests are appreciated. Depending on the amount of web content being processed, there may be a three to five day delay. |

Website Updating Procedures

When submitting items into the bulletin, and in all event planning, consider if and how the website could also be used to communicate. As our main communication tool, we try to update the website regularly to be current and accurate. Help us ensure that our calendars are up to date, and as robust as possible. We can link content to each calendar item.

Remember that anything that goes into the bulletin can also be submitted to the Webmaster, so please use the communications@stanthony.cc email which includes both the bulletin editor and webmaster.

Consultations on web design and website capabilities are available. Adequate time should be given to allow for the updating/designing of new pages. Registrations for events can be done through a simple form on the website or through WeShare, an online tool that can also take payments. A separate handout of helpful tips for webpage submissions & WeShare events is available.

Additional Ideas for keeping website fresh and relevant:

- News Sections
- Blogs that are updated daily to ensure return visitors
- Update images/videos frequently
- Fresh content, links, resources
- Curating of content

Training: If you are interested in maintaining your own webpage, this is available with your supervisor approval. Free resources through our web hosting service are available. Webinars and trainings can be accessed and made available. We need to maintain a consistent look, so communication/monitoring is important.

Bulletin Articles:

The bulletin focuses our community's attention on the information most important in a given week (including relevant upcoming events). Bulletins are available in the gathering space as well as posted online.

| Contact | Guidelines | Timeline |
|---|--|--|
| Lisa Diebold, Communications Specialist communications@stanthony.cc | +When submitting, include specific dates for publication +Articles will be placed in the bulletin as space allows and may be edited. +Preference is given to liturgical, sacramental, formational, and parish/school items, programs and events. +PDF files cannot be imported into the bulletin. Please send JPGs when possible. | Bulletin articles due electronically by 4:00pm Mondays, prior to weekend of publication. (Holidays do affect this deadline, and may be earlier) |

Social Media: Like us on Facebook!

Help us tell our story! We use our Facebook pages to display and celebrate the vibrancy of parish life and inspire online engagement. We currently maintain a School Facebook page and a General Parish Facebook page. We request that various committees and ministries refrain from setting up additional individual FB pages at this time. By using the current pages you get more visibility of your items.

| Contact | Guidelines | Timeline |
|--|---|--|
| School page: Holly Walter hgkreitz@gmail.com Lisa Diebold dieboldl@stanthony.cc communications@stanthony.cc General Parish page: dieboldl@stanthony.cc communications@stanthony.cc | +Photos or videos with little text work best +Use posts to drive viewers to our website for more information where possible. +Social media is fluid and immediate, please try to plan in advance for these type of posts and follow-up of events | When possible, let social media teams know you have content coming and when they should expect it. For posts that advertise or inform provide content multiple weeks in advance When celebrating something that just happened, please send content ASAP. |

Constant Contact Email Blasts

Email blasts created through Constant Contact allow for direct and targeted communication, with specific audiences, related to particular sets of information. The audiences for this channel are large sub-groups of the parish community as well as the whole parish (i.e. school families, LFF families, etc.)

| Contact | Guidelines | Timeline |
|--|---|--|
| <p>Constant contact support for Faith Formation.</p> <p>michaelsm@stanthony.cc</p> <p>Megan Sheehan resource on lists/messaging overview</p> <p>sheehanm@stanthony.cc communications@stanthony.cc</p> <p>School: Rebekah Jacunski, CC Executor for School</p> <p>school@stanthony.cc</p> <p>Melanie Sobatka, current School Newsletter Editor</p> <p>commschool@stanthony.cc</p> | <p>+ Please keep your text for newsletter submissions as brief as possible. Consider linking to the website where more information is be housed.</p> <p>+For any newsletter submissions which link to a website, be sure to confirm that the page being linked to is up to date.</p> <p>+Consider sending photos with your content for newsletters.</p> <p>+The number of Parish-Wide emails are limited in order to avoid overuse.</p> <p>+ Direct email is an efficient form of communication. However, some recipients emails go into their junk mail folder and others don't open the email. Keep this in mind when considering how critical the information is that you are sending.</p> | <p>The school newsletter is sent out every Monday through the school year. Submissions are due to commschool@stanthony.cc by the end of day each Friday.</p> <p>The Faith Formation newsletter goes out on Thursdays 2x per month, with a submission deadline of end of day Monday. Faith Formation submissions go to michaelsm@stanthony.cc</p> <p>If you have content to include, please communicate with the newsletter coordinators</p> |

DATA, SPECIAL MAILINGS, AND LABEL REQUESTS

| Contact | Guidelines | Timeline |
|---|--|---|
| <p>Kris Ponzi, Parish ponzik@stanthony.cc</p> <p>Rebekah Jacunski, School school@stanthony.cc</p> <p>Maureen Michaels, Faith Formation michaelsm@stanthony.cc</p> <p>Megan Sheehan sheehanm@stanthony.cc</p> | <p>+ Please be prepared to provide the following information: person making request, group/committee, approved by, specific data/criteria needed, purpose or use of data, and frequency of report.</p> <p>+ Please be aware that this information and procedure is in place to help secure the private data of our parishioners.</p> <p>+ Since special mailing requests may occur when other in-house mailings are already in process, those requesting the special mailing need to provide sufficient volunteers for assembly and transportation to the post office.</p> | <p>Requests for parish/school data reports or address labels must be made at least 3 days in advance.</p> <p>Requests for parish/school special mailings must be made at least 15 days in advance and should be already noted on the Parish Communications Calendar.</p> <p>When timing your mailing, keep in mind that the Post Office allows up to 10 business days for bulk mail delivery.</p> <p>All bulk mailings need to arrive at the Post Office between 10:00 am and 2:00 P.M.</p> |

Posters, Easels, and Sign-up Tables in the Parish Gathering Space:

| Contact | Guidelines | Timeline |
|---|--|--|
| <p>Megan Sheehan & Vince LaTona sheehanm@stanthony.cc latonav@stanthony.cc communications@stanthony.cc</p> <p>Room scheduling Form should be used for these requests and submitted to Barbara Knepper or Department Cabinet member</p> | <p>+ Posters or sign-up tables in the church narthexes are reserved, scheduled and approved in advance through Parish Cabinet.</p> <p>+ Preference is given to liturgical, sacramental, formational, and parish/school items, programs and events.</p> | <p>Cabinet meets and reviews these requests every two weeks. Requests should be submitted for approval as early as possible, at minimum three weeks in advance of event.</p> |

Pulpit Announcements:

These announcements are intended to be quick features of high profile upcoming items of interest to the whole parish.

| Contact | Guidelines | Timeline |
|---|--|--|
| <p>Megan Sheehan sheehanm@stanthony.cc communications@stanthony.cc</p> | <ul style="list-style-type: none">+ Requests will be considered and planned into the parish communications calendar+ In order to not overload the liturgy, we limit the number of announcements and the number of people who can give these announcements at Mass.+ If the announcement is to be a “Special Announcement” delivered by someone other than the regular lector, a request for this opportunity must go to Parish Cabinet, which meets twice monthly on Tuesdays.+ Following approval, specific names for specific Mass times, and a copy of the text of the pulpit announcement to be read is due to Ben Brzeski & Barbara Knepper by Thursday at 11am, prior to the weekend.+ The person making the announcement at each mass is asked to please check in before mass in the sacristy and communicate with the Lector and Presider.+ All announcements are read prior to Mass beginning. | <p>Please submit pulpit announcements, to be read by the lectors, electronically to Barbara Knepper in the Parish Office ON Wednesdays BY 11AM, PRIOR TO THE WEEKEND on which it is to be announced.</p> <p>Announcements will be included as space allows and may be edited. Preference is given to liturgical, sacramental, formational, and parish/school items, program and events.</p> <p>Announcements will be reviewed and approved by the appropriate staff person.</p> <p>Submissions of requests for “Special Announcements” and conflicts will be discussed by Cabinet when needed.</p> |

Other Available Channels:

Family Program Folders and scrolling announcements:

Family program folders will also include a half page listing of upcoming events. Submissions to be included in this newsletter is due to Maureen Michaels at michaelsm@stanthony.cc by Thursday at noon, prior to family program weekends.

Gathering Space Screen/Website scrolling announcements:

Announcements are revised weekly, on Wednesdays. Please submit requests to Lisa Diebold at dieboldl@stanthony.cc Please include a High quality photo, the most important edited info, and where on website to link to.

Standing Committees of Pastoral Council, Pastoral Council and Finance Council Minutes

Minutes are taken at every standing committee meeting held on Common Leadership Night. Copies should be distributed to all members by email and also sent to the pastoral council secretary who will forward a summary of the minutes to the webmaster for posting on the website.

Annual Pastoral Report

Published yearly in early November, the Annual Pastoral Report highlights key parish developments from the previous year. Cabinet representatives gather and review content for their areas to be used in this publication. Information is solicited early Fall.

General Photo Guidelines

When you are at an event and capture a great moment in a phot, please share with us by sending the photo to communications@stanthony.cc.

Photo Release forms should be obtained for photos of any minors and forms are available through the school and faith formation offices, if not already on file (school, faith formation and new parishioners do sign this form).

RESERVING A ROOM FOR YOUR MEETINGS:

Parish Groups:

Meeting rooms are available for committee, group, and/or ministry meetings. Please do not assume a room will be available without checking first, and do not assume you are able to use a room just because it is empty when you show up. Reservation and scheduling of all parish and school facilities must be scheduled in advance through Kris Ponzi in the Parish Office. Debbie Kusch and Ann Fons may also assist with this. Preference is given to liturgical, sacramental, formational, and parish/school programs and events.

Please inform the person who scheduled your space of any meeting cancellations, or when the room requested is no longer needed.

Upon request, meetings scheduled on the parish calendar will be included in the calendar in the bulletin and on the website, but information for bulletin, announcements, and the website regarding the meeting must be submitted by committee/group members.

SCHEDULING A PROGRAM OR EVENT:

Parish Groups:

If your group would like to host an event that is beyond the scope of your regular meetings, the "Facility Request Scheduling Form" needs to be filled out at least 3 weeks prior to the event, and needs to be approved by Parish Cabinet. Reservation and scheduling of all parish and school facilities must be scheduled in advance through Barbara Knepper in the Parish Office. Preference is given to liturgical, sacramental, formational, and parish/school programs and events. Please fill out the "Facility Request Scheduling Form," which is available online or in the Parish Office.

Contact: Kris Ponzi

Non-parish Groups:

Non-parish groups wishing to use parish facilities and grounds must comply with the policies of the Archdiocese of Milwaukee Protected Self-Insurance Program. Inquiries are submitted via email. Information is provided upon request.

ARCHDIOCESAN SAFE ENVIRONMENT & SOCIAL NETWORKING POLICY:

Communications are expected to follow The Archdiocese of Milwaukee safe environment guidelines, which can be found here:

<http://www.archmil.org/offices/safeguarding/Social-Networking-Policy.htm>