PARISH GUIDELINES FOR COMMUNICATION

Parish communications should support the parish mission and vision.

CHECKLIST BEFORE MAKING A COMMUNICATIONS REQUEST:

☐ **Is your event on the parish calendar?**
- Nothing can be communicated until it is scheduled on the parish calendar, <u>here</u>.

☐ **Who is your audience?**
- Who are you specifically targeting?

☐ **Have you given enough time?**
- 2 weeks prior to the first communication made. For larger strategic plans, 4 weeks are needed.

☐ **What "communication group" does the ministry/event fall under?**

COMMUNICATION GROUPS

The following is a breakdown of the different communication groups at St. Mary Mother of God Parish. This is a tool for all leaders to understand the best way to communicate the different ministries. It is not about the importance of some ministries over others but about the reach needed for each one. If you are having a hard time identifying which group best describes your ministry or event, please contact Emily Perret, director of communications.

LARGE GROUP
What: This group is for ministries/events that reach the entire parish and beyond. These ministries/events apply to over 80% of the crowd.

Why: This group is for ministries/events that are critical parish priorities (set by leadership) and are aimed to have high mission impact.

Communications Support: The Communications Team is the primary champion. Crafting and driving the promotions with input and copy from ministry leaders and staff. Example: Eucharistic Procession, Blood Drive, Giving Tree.

MEDIUM GROUP
What: This group is for ministries that reach some parishioners. These ministries apply to about 50% of the crowd.

Why: This group is for ministries/events that are priority events with moderate mission impact.

Communications Support: The Communications Team drives joint conversations with a partnership approach to promotions with ministry/event leader. Example: Discipleship Groups, Ministry Opportunities/Volunteer Needs.

SMALL GROUP
What: This group is for ministries that reach few parishioners. These ministries apply to fewer than 20% of the crowd.

Why: This group is for ministries and events that are critical to an individual ministry.

Communications Support: The ministry/event leader champions promotions and drives the event with support and coaching from the Communications Team. Example: Liturgical Ministries, Sacrament Prep, Ministry Teams.

COMMUNICATION CHANNELS

COMMUNICATION CHANNEL	LARGE GROUP	MEDIUM GROUP	SMALL GROUP
Pulpit Announcements	X		
Website	X	X	
Bulletin	X	X	X
Social Media	X	X	X
Email Blast	X	X	
Targeted Emails			X

HOW TO MAKE A REQUEST

Who can make a request?
Staff or Ministry Leader

How to make a request?
Fill out the St. Mary Parish Communications Request Form.

What should I include?
Send all text and visual content in the Request Form.

LOCAL MINISTRIES

Local ministries are ministries that the parish supports like area food pantries and homeless shelters. The ministry/event leader champions promotions and drives the event. Communications for local ministry are done through the bulletin and social media only. St. Mary Parish does not promote or assist any outside event unless it is a St. Mary Parish ministry, an approved local ministry, or an Archdiocese supported ministry.