




# Practical Ways to Improve Parish Communication


Mike DiCosola  
[mdicosola@diocesan.com](mailto:mdicosola@diocesan.com)

**THE 360**  
**WORKSHOP**  
BY DIOCESAN

A black and white photograph of Pope Francis, dressed in white, standing in the center of a large crowd. He is smiling and has his right arm extended towards the people. The crowd consists of many people of various ages, some holding up their phones to take pictures. The background shows a building with several windows. The entire image is overlaid with a semi-transparent dark blue filter.

**“It is not technology which determines whether or not communication is authentic, but rather the human heart and our capacity to use wisely the means at our disposal.”**

**Pope Francis - 50<sup>th</sup> World Communication Day**

A person is walking a tightrope across a deep canyon. The scene is bathed in a warm, reddish-orange light, creating a dramatic and inspiring atmosphere. The person is silhouetted against the sky, with their arms outstretched for balance. The canyon walls are rugged and layered, with a river or stream visible in the distance. The overall mood is one of challenge, focus, and triumph.

# Inspiration Information

# Mission with Maintenance

## Maintenance

- Focus on 'what'
- Getting out information
- Asking people to do something
- Speaking to a parish need

## Mission

- Focus on 'why' & 'who'
- Inspiring to something deeper
- Offering to help your parishioners
- Speaking to people's hearts & desires



# The Food Pantry

## Maintenance

- Bring your canned and dry goods to the parish between noon and 2 pm before 7/12/18

## Mission

- Pope Francis calls all Christians to care for the poor. Let's take up this call as a parish and help those in our community

# Practical Tips

- What is the end goal of the information to be shared?
- Improve your ratio of inspiration to information in your messaging
- Try to start with what matters in people's hearts before asking for something
- Retell what happened and why it mattered

# Remember

behind each device,  
bulletin, and post,  
there is a real  
person who is  
loved by God



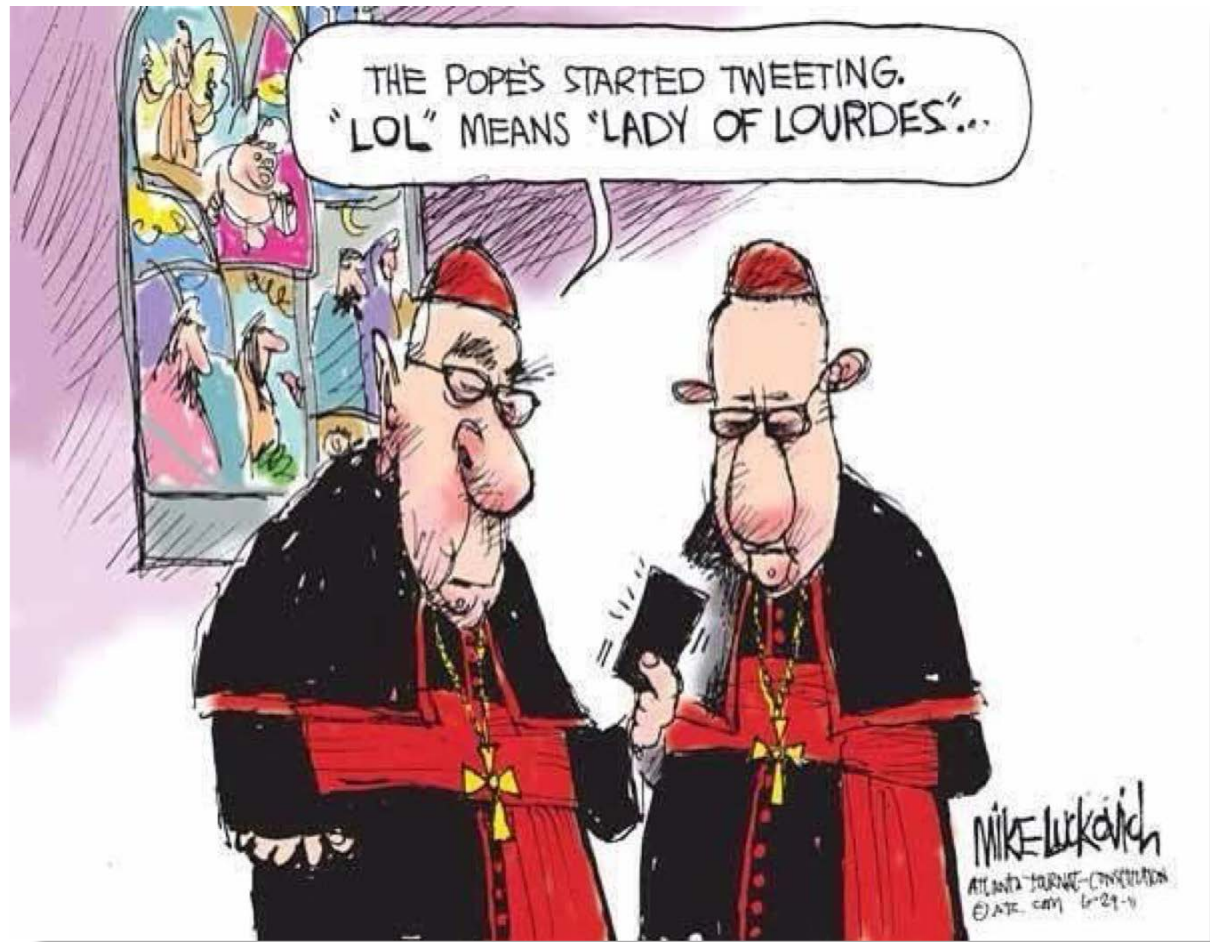
# Common Mistakes Best Practices

Social  
Bulletin  
Web  
Messaging





# Social





« I'm eating a donut »



« I like donuts »



« This is where I eat donuts »



« Here's a video of me eating a donut »



« Here's a vintage photo of my donut »



« Here's a pretty donut recipe »



« Here's a viral picture of my donut »



« My skills include donut eating »



« Now listening to "Donuts" »



« I'm a Google employee who eats donuts »

# Common Mistakes

- Reposting without a personal take
- Sending time sensitive notifications
- Not being present and responding

# Best Practices

- Responding to everything
- Telling personal stories
  - Pictures of people and events
- Speaking to what matters most



Thanks be to God for a beautiful morning to start the Way of the Cross Pilgrimage.

Thank you to everyone who came out for the Way of the Cross Pilgrimage. What a great morning of prayer and reflection - a beautiful way to enter into Holy Week.



947 people reached

667 people reached

Boost Post



Our Lady of Consolation

"Always give good heed to the Word of God, whether it be in private, or hearken to it when it is proclaimed with attention and reverence; seek to understand the precious words that fall unheeded; receive them as the balsam of life." St. Francis de Sales

183 people reached

Like

Comment

3



Write a comment...



Our Lady of Consolation

See thou have God before thine eyes, and not complaining words. And if at present thou art to suffer a confusion which thou canst not avoid, do this and do not lessen thy crown. — Thomas á Kempis

148 people reached



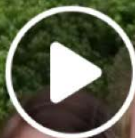


Cathedral of Christ the King, Atlanta GA

May 2 · 🌐

This past Sunday, CTK Young Church took over the Cathedral Instagram and showed us a glimpse of what the teens of our parish are up to each week! If you're interested in learning more or getting involved (as a teen or volunteer) visit [www.ctkyoungchurch.org](http://www.ctkyoungchurch.org) or register now for next year's EDGE (6-8th grade) or EDE (9-12th grade). Plus our youth ministers Colleen, Emily, and Anna are offering a summer full of trips, retreats, small groups, and more - catholic or not.

Follow us  
[@ctkyoungchurch](https://www.instagram.com/ctkyoungchurch)  
[@ctkedge](https://www.instagram.com/ctkedge)



St. Joseph Catholic Church

Published by Ellen Tipton [?] · December 18, 2017 · 🌐

Mass for Our Lady Guadalupe



👤 616 people reached



Like



Comment



Share



Genevieve Hlawn Mawi, Memo Hurtado and 32 others

1 Share



Saint Jude the Apostle Catholic Church

video.

April 19 at 1:34pm · 🌐

Great job Saint Jude Knights of Columbus for your donation of a 4D Ultrasound machine to the Pregnancy Aid Clinic!



1,338 Views

Pregnancy Aid Clinic was live.

April 19 at 11:07am · 🌐



Like



Comment



27

# Practical Tips

- Tell stories
- Be present: respond to everything!
- Cross link
- Learn videos & analytics
- Inspire sharing
  - @yourparishfacebookpage
  - #searchable words



# Bulletins

## Sacred Heart Catholic Church

Parish Clergy  
 Rev. James McCreanor, Pastor  
 Rev. Jean Claude Jean-Philippe  
 Parochial Vicar  
 Deacon Alpha Fleurimond  
 Deacon Ramon Grille  
 Weekend Masses  
 Saturday Vigil at 5:00 p.m.

Address  
 106 S.E. 1st Drive, Homestead, FL 33030  
[www.sacredhearthomestead.org](http://www.sacredhearthomestead.org)



Visit website and click on MyOnlineDonation  
 Office (305) 247-4405  
 Fax (305) 245-3002  
 CCD (786) 272-2531  
[www.miamiarch.org](http://www.miamiarch.org)  
 Holy Day Masses  
 English 8:00 a.m.  
 English 7:00 p.m.  
 Español 8:00 p.m.

Daily Masses  
 Morning Prayer at 7:45 a.m.  
 Daily Mass at 8:00 a.m.  
 Rosary after daily mass.

### Personnel

Fr. James McCreanor, Pastor.....786-272-2532  
 Fr. Jean Claude Jean-Philippe, Parochial Vicar...786-272-3278  
 Toni Cruz-Wiggins, Admin. Assist.....786-272-9771  
 Yolanda del Rivero, CRE.....786-272-2531  
 John Mark Kaldahl, Youth Min. Coord.....305-905-1868  
 Lourdes Santamaria, Bookkeeper.....786-272-2299

### Marriages / Matrimonio

Archdiocesan regulations require that you call the parish office 6 months prior to your wedding. No wedding date can be assured until all requirements are fulfilled.

Regulaciones Arquidiocenas requieren que usted llame a la oficina parroquial 6 meses antes del matrimonio. No se asegurará fecha para la boda hasta que se cumplan todos los requisitos.

### Reconciliation / Confesiones

On Saturdays 4:00 p.m.-4:30 p.m. in English, Saturdays 6:00 p.m. in Spanish, or call the office for an appointment.

### Exposition of Blessed Sacrament

First Fridays from 7:00 p.m.-8:00 p.m. in English.  
 Primer Viernes de Mes, Hora Santa de 8:15 p.m. a 9:15 p.m.

### Youth Ministry

The high school LINK youth group meets on Wednesdays from 7:30-9:30pm. The middle school OneWay youth group meets on Thursdays from 7:30-9:00pm in the Loft.

### ¿NUEVO EN NUESTRA PARROQUIA?

Bienvenidos a la Iglesia del Sagrado Corazón. Si usted quiere ser un miembro de la parroquia, por favor llene esta aplicación y póngala en la colecta el domingo.

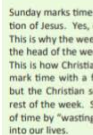
\_\_\_\_\_ Zip \_\_\_\_\_  
 Email \_\_\_\_\_  
 Si, por favor mándenme los sobres



### From Our Pastor



Dear Friends in Christ,  
 Ordinary Time is a great time of year. It is almost misnamed, as it could really also be called Ordered Time. It is simply counting the number of Sundays of the year which don't fall during Advent/Christmas or Lent/Easter. In this way, it reminds us that Sunday is the principal celebration of the Christian life, the Sunday celebration of the Eucharist. In the Christian imagination, Sunday marks time for us and invites us into something more.



Sunday marks time for us. On Sunday we celebrate the resurrection of Jesus. Yes, every Sunday of the year is like a little Easter. This is why the week starts and ends with Sunday, the first day at the head of the week and the eighth day at the end of the week. This is how Christians mark time. Modern Western culture may mark time with a five-day work week and a two-day weekend, but the Christian sense of time is that there is Sunday and the rest of the week. Sunday is the day for rest, for the redemption of time by "wasting" it with the Lord and those that God has put into our lives.

Sunday invites us into something more. This is the great insight which Jesus revealed to us: we are made for much more than even the best of what this world has to offer. We are made for eternal life with God. What utility can we give God in eternity? None. None at all. And the Day of the Lord, Sunday, invites us into this non-utility, this capacity to be rather than simply to do. How do we just be? The world in which we live pushes us to produce as much as possible, to be as useful as possible. And it alternately tells us to consume as much "experience" as possible. While productivity and experiences aren't bad in themselves, there something more to life, there's something more to the human experience than that.

Perhaps it could be a Lenten practice for you or your family - this practicing how to be with God and with each other and slow down the frantic pace of life. Or maybe just for this Sunday. Either way, let's practice just being with the Lord today.

Yours in Christ,  
 Fr. Scott Nolan

An excerpt from...  
**WHY SAYING "EVERYTHING HAPPENS FOR A REASON" DOESN'T HELP**  
 BY KELLIE GOFF

"We need to stop telling people that everything happens for a reason," my theology professor boldly said. He went on, "People use this phrase left and right, but do you even understand what you are saying to another person when these words leave your lips? Do you think about how this might sound to a friend of yours after they've confided with you that their parents are splitting up when you say this to someone whose family has been affected by hurricanes, earthquakes, and all types of natural disasters? To a friend that has been sexually assaulted? To someone who suffers depression and anxiety? And what about those that live in third-world countries, young children born into such poverty? Will saying 'everything happens for a reason' just make all this pain go away? Whatever you, your friend, or your family member is personally fighting, you did not earn it. God does not inflict evil and suffering for an unknown reason. He is Love, so while He permits evil and will draw good from it, but He does not want bad things to happen for some arbitrary reason beyond our knowledge."

While saying, "everything happens for a reason" is dismissive, trusting that God will bring new life from every death (literal or figurative) is something every Christian is called to do. So, how do we respond, then, when we see our friends or loved one's suffering?

You can read the rest of this article on our Facebook page on Monday morning! We'll have the link posted for you at 9:00 a.m. sharp!

### In this Issue:

- Pastoral Ponderings 2
- Lent Schedule 3
- Easter Basket Project 4
- Feasibility Study
- Executive Summary 8

UNITY WE WELCOME AND SERVE ALL  
 CELEBRATE AND LOVE AS JESUS TAUGHT

"Teach me your ways,  
 O Lord."  
 PSALM 25

### Mass Schedule

Saturday, January 20  
 3:30 p.m. Confession  
 4:30 p.m. \*Roberta Ward  
 Sunday, January 21  
 8:30 a.m. Parishioners of St. Stephen  
 10:30 a.m. \*James Maddox  
 \*Patricia (Delving) Sells  
 Wednesday, January 24  
 8:30 a.m. Students & Staff of St. Stephen  
 Friday, January 26  
 8:30 a.m. For the Parish  
 9:15 a.m. Adoration of the Blessed Sacrament  
 Saturday, January 27  
 3:00 p.m. Confession  
 4:00 p.m. \*M. Kevin Mulvihill, Sr.  
 Sunday, January 28  
 8:30 a.m. \*Jack Bowen  
 10:30 a.m. Parishioners of St. Stephen

### \*\*\*PLEASE NOTE\*\*\*

Mass will not be celebrated on Monday, January 22 or Tuesday, January 23 while Father Scott Nolan is away from the parish. Thank you for your understanding.

There will be a one-time change in the Mass schedule for Saturday, January 27. Mass will be celebrated at 4:00 p.m. instead of 4:30 p.m. for the Msgr. Alt Dinner & Auction benefiting St. Stephen School.

Sunday	Third Sunday in Ordinary Time Jon 3:1-5, 10; Ps 25:4-5, 6-7, 8-9; 1 Cor 7:29-31; Mk 1:14-20
Monday	Day of Prayer for the Legal Protection of Unborn Children 2 Sm 5:1-7, 10; Ps 89:20, 21-22, 25-26; Mk 3:22-30 Saint Vincent, Deacon and Martyr; Saint Marianne Cope, Virgin
Tuesday	2 Sm 6:12b-15, 17-19; Ps 24: 7, 8, 9, 10; Mk 3:31-35 Saint Francis de Sales, Bishop and Doctor of the Church
Wednesday	2 Sm 7:4-17; Ps 89:4-5, 27-28, 29-30; Mk 4:1-20
Thursday	The Conversion of Saint Paul the Apostle Acts 22:3-16 or Acts 9:1-22; Ps 117:1b-c, 2; Mk 16:15-18 Saints Timothy and Titus, Bishops
Friday	2 Tm 1:1-8 or 1 T 1:1-5; Ps 96:1-2a, 2b-3, 7-8a, 10; Mk 4:26-34
Saturday	Saint Angela Merici 2 Sm 12:1-7a, 10-17; Ps 51:12-13, 14-15, 16-17; Mk 4:35-41
Sunday	Fourth Sunday in Ordinary Time Dt 18:15-20; Ps 95:1-2, 6-7, 7-9; 1 Cor 7:32-35; Mk 1:23-28

### Prayer List

Pam Buschle	Bernadine Leatherman
Nick Cariano	Champlin McCallill
Larene Clark	Matthew Nyenhuis
Sonya Cook	Lena Priest
Connie Edwards	Nancy Rauch
Fran Fritz	Terrance Reagan
Catherine Kilvington	Mike Reynolds
Ron Hayward	Darlene Savercoo
Anita Hile	Paul Steen
Tim Hollern	Chaim Visroel
Susan Johnson	Marion Ziehlke
Jon Lang	

### Prayer Chain

Our parish prayer chain offers the opportunity for members of the parish to minister to our community through prayer. If you have a special request for prayer (that will NOT be published in the weekly bulletin) or would like to join in prayer for those in need, please contact Mary K. Weadock at (616) 949-0629 or email momm@stbcglo.net.

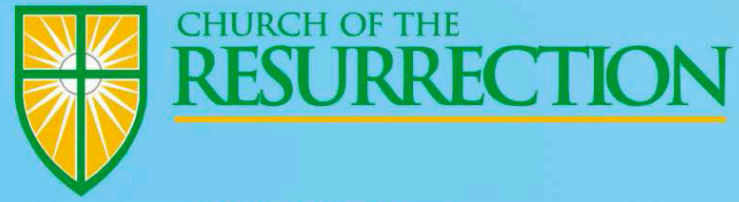


# Common Mistakes

- Static front cover
- Static content
- Information overload
  - Lack of Inspiration
- Poor design

# Best Practice

- Contextual Cover – What's inside
- Good mix of Info and Inspiration
- Balanced design
- Pictures of people and stories  
Remember the who and why



Office: [Redacted]  
[Redacted]  
[Redacted]  
[Redacted]  
[Redacted]  
[Redacted]  
[Redacted]

October 16, 2016  
Twenty-Ninth Sunday in Ordinary Time

**PARISH MISSION STATEMENT:**

The Resurrection of Jesus Christ is an essential truth of the Christian faith. We, the Catholic community of the Church of the Resurrection, are called to bring the Risen Christ to the wider community. To do this we intend to enliven our faith through our celebrations together especially the Mass; an ongoing education of adults, children, and families; the responsible use of our gifts and our following of the example of Christ in our relationships with people. By the enthusiastic living of our faith in the Risen Jesus, we hope to glorify God and call others to Christ.

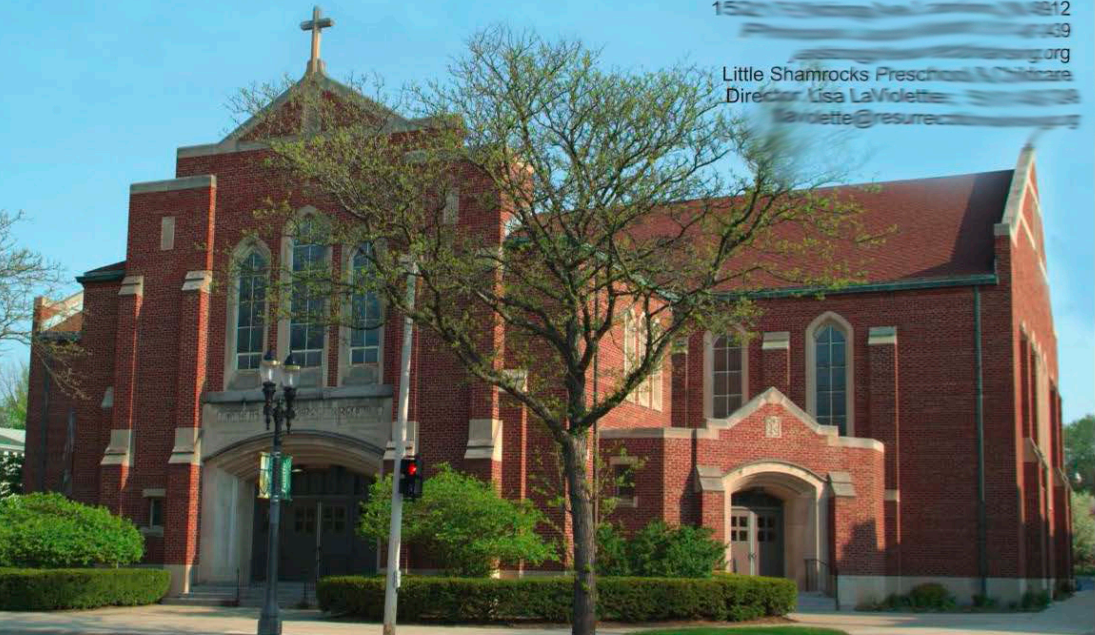
**PARISH STAFF:**

Pastor: smattson  
**Director of Parish**: sdewitt  
acarlson@  
**Music Director**: dstattelman  
**Director of Evangelization, Discipleship & Service**: Liz O'Neill  
loneill@  
**Faith Formation - Adults**: bfink  
**Faith Formation - Children**: aamburn  
Parish Office Hours:  
Mon—Fri 9:00-12:00 & 1:00-4:30  
**New Life Center Coordinator**: nlc@resurrection.org  
577-8833  
**Parish Pastoral Council**: [Redacted]  
**Finance Council**: Cindi Currie [Redacted]

**RESURRECTION SCHOOL**

15 [Redacted] 212  
[Redacted] 39  
[Redacted].org  
Little Shamrocks Preschool & Childcare  
**Director**: Lisa LaViolette  
laviolette@resurrection.org

# Static Cover





# Sacred Heart Catholic Church

Parish Clergy  
 Rev. James McCreanor, Pastor  
 Rev. Jean Claude Jean-Philippe  
 Parochial Vicar

Deacon Alpha Fleurimond  
 Deacon Ramon Grille

## Weekend Masses

Saturday Vigil at 5:00 p.m.  
 Sabado Vigilia a las 6:30 p.m.  
 Sundays 8:00 a.m., 9:30 a.m.,  
 and 11:00 a.m. in English  
 Domingo a las 1:00 p.m. y 4:30 p.m.  
 en Español  
 Dimanch a 6:30 p.m. an Kreyòl



Address  
 106 S.E. 1st Drive, Homestead, FL 33030  
[www.sacredhearthisomestead.org](http://www.sacredhearthisomestead.org)

Visit website and click on  
 MyOnlineDonation

Office (305) 247-4405  
 Fax (305) 245-3002  
 CCD (786) 272-2531  
[www.miamiarch.org](http://www.miamiarch.org)  
 Holy Day Masses  
 English 8:00 a.m.  
 English 7:00 p.m.  
 Español 8:00 p.m.

Daily Masses  
 Morning Prayer at 7:45 a.m.  
 Daily Mass at 8:00 a.m.  
 Rosary after daily mass.

## Office Hours

Monday-Friday 8:30 a.m. to 4:30 p.m.

## Baptism / Bautismo

The registration for baptism is done at the parish office. Certain documents are required before a baptism can be done including the child's birth certificate. One must register for the English pre-baptism class before attending. No one admitted to class after 9:15 a.m. English baptism is on the 3<sup>rd</sup> Sunday of each month at 3:00 pm. **No children permitted in the baptism class.** Call or come by the office for more information.

Necesita pasar por la oficina para registrarse para el bautizo. Se requiere ciertos documentos incluso el certificado de nacimiento del niño. La clase pre-bautismal se da el 1<sup>er</sup> domingo del mes. El bautizo es el 2o domingo a las 2:30 p.m. **No se permiten niños en la clase.** Por favor de llamar o pasar por la oficina para más información.

## Homebound

Please call the office if someone is sick at home, in the hospital or in a nursing home and would like to be visited.

St. Vincent de Paul Hotline.....786-243-8890

## Personnel

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 Fr. Jean Claude Jean-Philippe, Parochial Vicar ... 786-272-3278  
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## NEW TO OUR PARISH?

Welcome to Sacred Heart Church. If you would like to be a registered member, please fill out this form & drop it in the collection basket on Sunday.

Name / Nombre (Mr. / Mrs. / Ms. / Mr. & Mrs.) \_\_\_\_\_

Address / Dirección \_\_\_\_\_

City / Ciudad \_\_\_\_\_ Zip \_\_\_\_\_

Telephone / Teléfono \_\_\_\_\_ Email \_\_\_\_\_

Yes, please send envelopes

Si, por favor mándenme los sobres

## ¿NUEVO EN NUESTRA PARROQUIA?

Bienvenidos a la Iglesia del Sagrado Corazón. Si usted quiere ser un miembro de la parroquia, por favor llene esta aplicación y pongalo en la colecta el domingo.

# Static Info



# ST. James

CATHOLIC CHURCH

AUGUST 20 | 2017

NOVI, MI

# NEWS

SJNOVI.NET

Then Jesus said to her in reply,

*"O woman, great  
is your faith"*

Let it be done for you as  
you wish." And her daughter  
was healed from that hour.

MT 15:28

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AS ST. JAMES CATHOLIC COMMUNITY WE WELCOME AND SERVE ALL  
PEOPLE AS DISCIPLES WHO CELEBRATE AND LOVE AS JESUS TAUGHT



# Happy Mother's Day



## *A Mother's Love*

*by Michael O. Adekunle*

There are times only when a Mother's love  
Can understand our tears,  
Can soothe our disappointments  
And calm all our fears.

There are times when only a Mother's Love  
Can share the joy we feel  
When something we have dreamed about  
Quite suddenly is real.

There are times when only a Mother's faith  
Can help us on life's way  
And inspire in us the confidence  
We need from day to day.

For a Mother's heart and a Mother's faith  
And a Mother's steadfast love  
Were fashioned by the Angels  
And sent from God above.



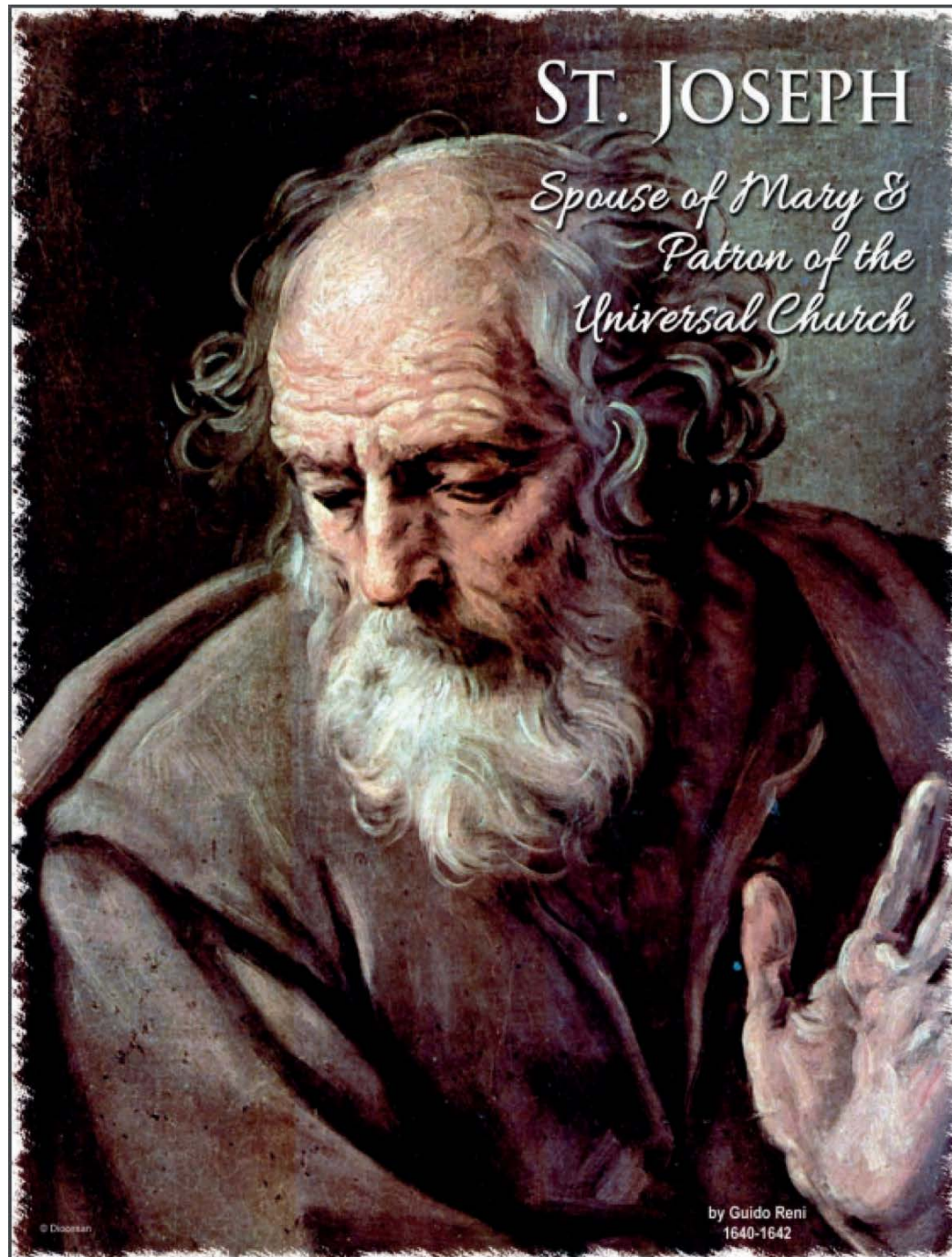
Holy Days

Feast Days

Solemnities

Ordinary Time

Saints

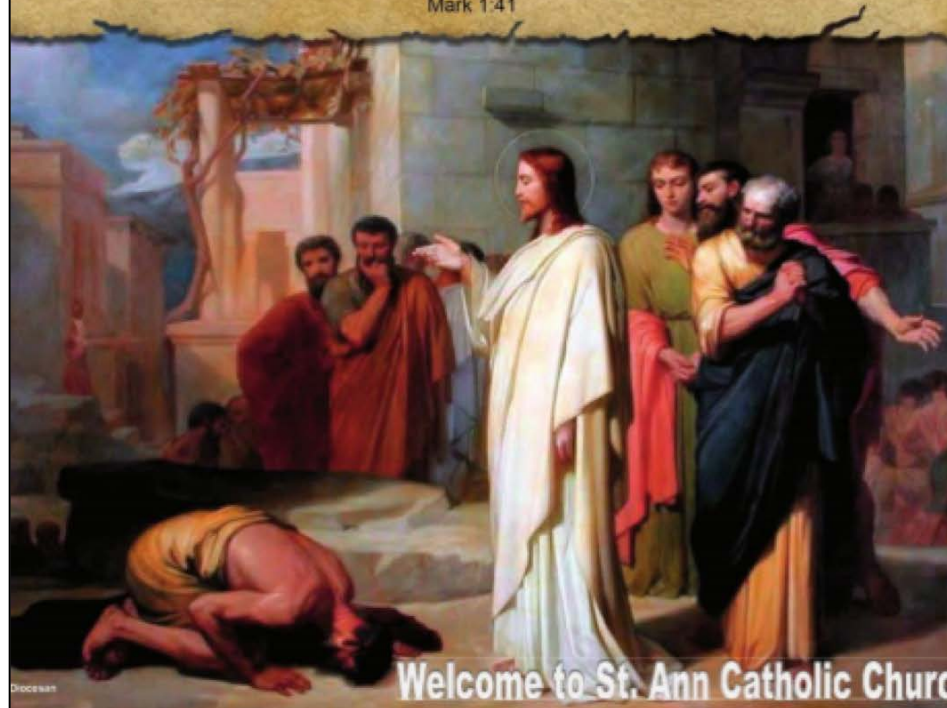


6<sup>TH</sup>  
SUNDAY  
IN ORDINARY  
TIME

The Cleansing of a Leper

*Moved with pity, he stretched out his hand,  
touched him, and said to him,  
"I do will it. Be made clean."*

Mark 1:41



Welcome to St. Ann Catholic Church



MARCH 11 | 2018  
NOVI, MI

# ST. James NEWS

CATHOLIC CHURCH | SJNOVI.NET



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- Egg Hunt 8

ONE GOD • ONE LOVE  
COMMUNITY

AS ST. JAMES CATHOLIC COMMUNITY WE WELCOME AND SERVE ALL PEOPLE AS DISCIPLES WHO CELEBRATE AND LOVE AS JESUS TAUGHT

MARCH 4 | 2018  
NOVI, MI

# ST. James NEWS

CATHOLIC CHURCH | SJNOVI.NET



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- Did you know? 8

ONE GOD • ONE LOVE  
COMMUNITY

AS ST. JAMES CATHOLIC COMMUNITY WE WELCOME AND SERVE ALL PEOPLE AS DISCIPLES WHO CELEBRATE AND LOVE AS JESUS TAUGHT

FEBRUARY 25 | 2018  
NOVI, MI

# ST. James NEWS

CATHOLIC CHURCH | SJNOVI.NET



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AS ST. JAMES CATHOLIC COMMUNITY WE WELCOME AND SERVE ALL PEOPLE AS DISCIPLES WHO CELEBRATE AND LOVE AS JESUS TAUGHT



to come together to pray, to grieve and find comfort in the promises of Christ for eternal life for their loved ones and for themselves. At this Mass I took the opportunity to offer words of thanks to the members of the recently inaugurated Ministry of Consolation. The Ladies and Gentlemen of this ministry have provided a wonderful gift to our grieving families by acting as greeters, liturgical ministers, bakers, by creating memorial booklets for each individual funeral; in essence by being the face of Christ to our brothers and sisters in some of the saddest times they and their families have faced. I can't thank them enough for the support and care they have given and continue to give to our grieving families. Members are always needed to help in this ministry. You do not need to have any prior experience, but simply a desire to help. Now you may feel that you have nothing to offer or may feel that you are unable to walk with a grieving family, but actually you can still be part of this ministry. Help with producing the booklets, writing consolation cards for the families, or even baking a cake are integral parts to this ministry. If you are interested in participating, please contact Angela Manzi through the rectory office for more details.

This week marks what you might call the final countdown to our liturgical year. In a few short weeks we will celebrate the Feast of Christ the King of the Universe, which, by the way, will close the Year of Mercy. The following weekend, (Thanksgiving weekend), we will celebrate the first Sunday of Advent. As we move to the end of the year our readings take on a definitely more apocalyptic tone. This week our Gospel has the story of Jesus interaction with the Sadducees, who were the political and aristocratic elite of his time. They adopted Greek culture and customs while remaining Jewish. They also controlled the priesthood and the temple functions and often found themselves in direct opposition to the Pharisees, a group more closely associated with Jesus. In our gospel today they pose a question to Jesus. The Sadducees did not believe in a resurrection of the dead. They instead believed that when you died you went to Sheol, a place of nothingness. The Pharisees, however believed in a resurrection, though there was much disagreement in what that resurrection would be like. In some fun and games today the Sadducees pose a trick question to Jesus about a woman who was married and died leaving no children under the law of Moses; his brother was called to marry her and raise up children in his memory. The story they tell goes on to say the woman married each of seven brothers in succession, each one dying and leaving no heirs, till finally the woman herself dies. (Honestly, I think she might have died of grief and exhaustion after so many husbands!). In the Jewish culture of Jesus day children were seen as a way of living on in the world. As long as you had children you were in a sense immortal, because they carried your blood forward. For the Sadducees there was no need for a resurrection if your blood line continued on. At the same time the Sadducees were mocking the idea of a bodily resurrection with a farfetched scenario. But there is a serious trap here couched in the funny plot they set up. If Jesus says the brothers should not marry the woman then he would be seen as denying the laws of Moses and not a good and faithful Jew and if he denies the bodily resurrection, then he pits himself against his own community, the Pharisees. Their plan backfires though. Jesus does neither, but instead points to the scriptures for the truth with an answer that silences them. He states that when God appears to Moses in the burning bush, a pivotal point in the Jewish faith, he identifies himself as the God of their fathers – the same fathers from whom they all claim to share blood with. He notes that if God identifies himself as the God of Abraham, Isaac and Jacob, then to God they are alive. They have not disappeared into nothingness but live on in his presence. He goes on to say that God is the God of the living not of the dead. If that is so, then so are all their descendents.

## Letter from the Pastor

What does this have to do with us? We belong to the God of the living, not of the dead. I think we need to be reminded of this. This week we celebrated the saints, whose extraordinary lives we hold up as an example, and we remembered on All Souls Day our loved ones who have journeyed before us marked with faith. In a sense we are just as Jesus proclaimed in the gospel; we belong to the God of the living! We need to have hope and we need encouragement to continue on our pilgrim way. Jesus reassures us in this Gospel that there is still something more that God has in store for us. Though times may seem bleak, he wants us to

# Letter from the pastor



This week Father John and I will be heading up north to Boyne Mountain for our bi-annual Clergy Convocation. Of course, I can't speak for ALL of my Priest brothers, but I really enjoy the camaraderie and friendship that is evident as we gather for fellowship and prayer. I tried to do some quick math to figure out how many Convocations I have attended--I think the number is 15. There

are a great many of you who say, "All you guys do is golf and sleep in"; well, you ARE partially right. A priests schedule is so hectic that I really enjoy getting away to just recharge my batteries. Don't know about you, but I enjoy unwinding and having fun; when Fr. John and I come back, that hectic schedule hits you in the face again! Please pray that the week will go well--we are going to have Speakers who will address the Archbishop's Pastoral Letter: "Unleash the Gospel". There should be good dialogue as to how we can implement the Pastoral Letter into our OWN lives and the lives of our St. James family!!

On the weekend of October

7-8, St. James will have a "Ministry Fair" at which time every group and/or ministry will have a table in the Parish Hall. The reason St. James is hosting the Ministry Fair is to highlight and get the word out about how vast and enormous our parish is. This is a great opportunity for all parishioners to walk around and see what is being offered here at St. James. I can tell you--I was blown away when I came here in July of 2017--I could NOT believe how big AND how busy this parish truly is!! I encourage all of us to wander down the hallway to the Parish Hall (I believe there may be some tables outside the gym doors). Come and see what St. James has to offer YOU!!

*And now for my joke....*  
...A little girl was in Church with her mother when she started feeling sick. "Mommy", she said, "can we leave now?" "No", her mother replied. "Well, I think I'm gonna be sick, Momma!" "Then go out the front door and around to the back of the Church and then behind a bush." After about 60 seconds the little girl returned to her seat. "Were you sick?" her mom asked. "Yes" "How could you have gone all the way to the back of Church and returned so quickly?" "I didn't have to go out of the Church, Mommy. They have a box next to the front door that says, 'For the Sick'."

( I know---pretty bad!!!)

**Have A Great Week!  
Father Greg**

## Adult Faith Formation

### Weekly Bible Study Groups

Do you want to have a deeper understanding of the Bible? Are you searching for answers about the life of Christ? All are welcome.

#### **THURSDAY MORNING 10:00 am in Room 2A**

**More information call:**  
Connie Garback (248) 348-8889  
Margie Baron (248) 667-9005

#### **MONDAY NIGHT 7:00 pm in the Library**

We will be starting a new series entitled: "James: Pearls for Wise Living". The study applies the wisdom of James to present day life, offering practical solutions for everyday circumstances.

**More information, contact:**  
Paul Hagan pahhagan@aol.com  
or (248) 880-3850

### Monday Morning Women's Faith Sharing Group

NEW MEMBERS ARE WELCOME TO JOIN! The group creates the opportunity for shared reflection and growth on the upcoming Sunday's Gospel.

#### **Bible 101**

**1st & 3rd Wednesdays of the  
month, 2-3:30 pm in the Library**  
September - May

This year we will be discussing the famous, the infamous, and the obscure women in the Old and New Testaments and the biblical books that tell their stories.

For more information,  
email MaryJane Ayotte:  
mja@comcast.net

### Book Clubs

#### **EVENING BOOK CLUB**

Our next meeting is:  
**Thursday, October 19  
7:00 pm in the Library**

**We will be discussing:**  
**Underground Airlines**  
by Ben H. Winters

**Questions?** Call Krystn  
Van Renterghem at (248) 305-5814

#### **MORNING BOOK CLUB**

Our next meeting is:  
**Monday, November 6  
10:00 am in the Library**

**Questions?** Call Carol Hoffman  
at (248) 348-6473.

### Women's Rosary Group

We meet in the Chapel on the 1st Tuesday of each month at 6:30 pm. We typically pray the Rosary and sometimes add the Chaplet of Divine Mercy. **Come join us!**



# Color & Image Use



## **HOLY NAME SOCIETY BAKE SALE**

**Our Lady's Chapel  
Meeting Room  
Saturday Nov. 19th**

**Free Hot and Cold Beverages!  
Delicious Fresh Baked Goods!  
Rolls, Bagels, Cakes, Cookies,  
Donuts, and Much More!**

**Please kindly visit us and help support  
the Holy Name Society  
You Deserve A Treat Today!**



# Color Use

"Teach me your ways,  
O Lord."

PSALM 25

## Mass Schedule

### Saturday, January 20

3:30 p.m. Confession  
4:30 p.m. †Roberta Ward

### Sunday, January 21

8:30 a.m. Parishioners of  
St. Stephen  
10:30 a.m. †James Maddox  
†Patricia (Delving) Sells

### Wednesday, January 24

8:30 a.m. Students & Staff of  
St. Stephen

### Friday, January 26

8:30 a.m. For the Parish  
9:15 a.m. Adoration of the  
Blessed Sacrament

### Saturday, January 27

3:00 p.m. Confession  
4:00 p.m. †M. Kevin Mulvihill, Sr.

### Sunday, January 28

8:30 a.m. †Jack Bowen  
10:30 a.m. Parishioners of  
St. Stephen

#### \*\*\*PLEASE NOTE\*\*\*

Mass will not be celebrated on Monday, January 22 or Tuesday, January 23 while Father Scott Nolan is away from the parish. Thank you for your understanding.

There will be a one-time change in the Mass schedule for Saturday, January 27. Mass will be celebrated at 4:00 p.m. instead of 4:30 p.m. for the Msgr. Alt Dinner & Auction benefitting St. Stephen School.

<b>Sunday</b>	<b>Third Sunday in Ordinary Time</b> Jon 3:1-5, 10; Ps 25:4-5, 6-7, 8-9; 1 Cor 7:29-31; Mk 1:14-20
<b>Monday</b>	<b>Day of Prayer for the Legal Protection of Unborn Children</b> 2 Sm 5:1-7, 10; Ps 89:20, 21-22, 25-26; Mk 3:22-30
<b>Tuesday</b>	<b>Saint Vincent, Deacon and Martyr; Saint Marianne Cope, Virgin</b> 2 Sm 6:12b-15, 17-19; Ps 24: 7, 8, 9, 10; Mk 3:31-35
<b>Wednesday</b>	<b>Saint Francis de Sales, Bishop and Doctor of the Church</b> 2 Sm 7:4-17; Ps 89:4-5, 27-28, 29-30; Mk 4:1-20
<b>Thursday</b>	<b>The Conversion of Saint Paul the Apostle</b> Acts 22:3-16 or Acts 9:1-22; Ps 117:1bc, 2; Mk 16:15-18
<b>Friday</b>	<b>Saints Timothy and Titus, Bishops</b> 2 Tm 1:1-8 or Ti 1:1-5; Ps 96:1-2a, 2b-3, 7-8a, 10; Mk 4:26-34
<b>Saturday</b>	<b>Saint Angela Merici</b> 2 Sm 12:1-7a, 10-17; Ps 51:12-13, 14-15, 16-17; Mk 4:35-41
<b>Sunday</b>	<b>Fourth Sunday in Ordinary Time</b> Dt 18:15-20; Ps 95:1-2, 6-7, 7-9; 1 Cor 7:32-35; Mk 1:21-28

## Prayer List

Pam Buschle	Bernadine Leatherman
Nick Cariano	Champlin McCahill
Larene Clark	Matthew Nyenhuis
Sonya Cook	Lena Priest
Connie Edwards	Nancy Rauch
Fran Fritz	Terrance Reagan
Catherine Kilvington	Mike Reynolds
Ron Hayward	Darlene Savercool
Anita Hile	Paul Stein
Tim Hollern	Chaim Yisroel
Susan Johnson	Marion Ziehlike
Jon Lang	

## Prayer Chain

Our parish prayer chain offers the opportunity for members of the parish to minister to our community through prayer. If you have a special request for prayer (that will NOT be published in the weekly bulletin) or would like to join in prayer for those in need, please contact Mary K. Weadock at (616) 949-0629 or email mommk@sbcglobal.net.

## From Our Pastor



Dear Friends in Christ,

Ordinary Time is a great time of year. It is almost misnamed, as it could really also be called Ordered Time. It is simply counting the number of Sundays of the year which don't fall during Advent/Christmas or Lent/Easter. In this way, it reminds us that Sunday is the principal celebration of the Christian life, the Sunday celebration of the Eucharist. In the Christian imagination, Sunday marks time for us and invites us into something more.

Sunday marks time for us. On Sunday we celebrate the resurrection of Jesus. Yes, every Sunday of the year is like a little Easter. This is why the week starts and ends with Sunday, the first day at the head of the week and the eighth day at the end of the week. This is how Christians mark time. Modern Western culture may mark time with a five-day work week and a two-day weekend, but the Christian sense of time is that there is Sunday and the rest of the week. Sunday is the day for rest, for the redemption of time by "wasting" it with the Lord and those that God has put into our lives.

Sunday invites us into something more. This is the great insight which Jesus revealed to us: we are made for much more than even the best of what this world has to offer. We are made for eternal life with God. What utility can we give God in eternity? None. None at all. And the Day of the Lord, Sunday, invites us into this non-utility, this capacity to *be* rather than simply to *do*. How do we just *be*? The world in which we live pushes us to produce as much as possible, to be as useful as possible. And it alternately tells us to consume as much "experience" as possible. While productivity and experiences aren't bad in themselves, there's something more to life, there's something more to the human experience than that.

Perhaps it could be a Lenten practice for you or your family – this practicing how to be with God and with each other and slow down the frantic pace of life. Or maybe just for this Sunday. Either way, let's practice just being with the Lord today.

Yours in Christ,  
Fr. Scott Nolan

An excerpt from...  
**WHY SAYING "EVERYTHING HAPPENS FOR A REASON" DOESN'T HELP**

BY KELLIE GOFF

"We need to stop telling people that everything happens for a reason," my theology professor boldly said. He went on, "People use this phrase left and right, but do you even understand what you are saying to another person when these words leave your lips? Do you think about how this might sound to a friend of yours after they've confided with you that their parents are splitting up when you say this to someone whose family has been affected by hurricanes, earthquakes, and all types of natural disasters? To a friend that has been sexually assaulted? To someone who suffers depression and anxiety? And what about those that live in third-world countries, young children born into such poverty? Will saying 'everything happens for a reason' just make all this pain go away? Whatever you, your friend, or your family member is personally fighting, you did not earn it. God does not inflict evil and suffering for an unknown reason. He is Love, so while He permits evil and *will* draw good from it, but He does not want bad things to happen for some arbitrary reason beyond our knowledge."

While saying, "everything happens for a reason" is dismissive, trusting that God will bring new life from every death (literal or figurative) is something every Christian is called to do. So, How do we respond, then, when we see our friends or loved one's suffering?

You can read the rest of this article on our Facebook page on Monday morning! We'll have the link posted for you at 9:00 a.m. sharp!



# Image Use



## CAMPAIGN SPOTLIGHT: DOUG AND J'NAI KLEIN

*Continuing our series of conversations with the St. Stephen family, we talked with Doug and J'Nai Klein about their St. Stephen stories and thoughts on the*

*Renew + Restore + Rejoice campaign.*

It's no surprise that you see the Klein family around St. Stephen all the time. Did you know Doug has been a St. Stephen parishioner for over 44 years? He moved to Grand Rapids with his family and attended St. Stephen from kindergarten through eighth grade. J'Nai and Doug were married here in 2002.

Today, their daughter, Maris, is in 5th grade and son, Elliot, in 2nd grade. J'Nai is active in the St. Stephen school community — really active! You'll frequently find her helping out in the classrooms and around the building. She also co-chairs the Monsignor Alt Dinner & Auction and runs the SCRIP program, and Doug is a school board member.

### OUR CAMPAIGN COMMITMENT

Doug and J'Nai are excited to see the physical updates to the church and the school. "It's been untouched for 40 years — since I can remember," shared Doug. "You see changes but it's piecemeal, too much of a Band AID approach. What's exciting about the capital campaign is the opportunity to fix all these issues and move forward in a way that's sustainable for decades to come. It's about guaranteeing the future."

J'Nai added, "You can see new life in the school and the church. [There are more young families] and it's vibrant. At the school level, we've seen competition in the past with specialty schools like Blanford and Zoo school. The changes at the school not only help retain families, it helps them be better learners and makes them better prepared for high school."

### WHAT RENOVATION AREA ARE YOU MOST EXCITED ABOUT?

Both Kleins are excited about the new gathering space. "It's surprising how much more attuned I am to the planned changes because I'm involved in the campaign. When you're in church before mass starts, it's so loud. You have people who want to be social, and people who want to pray. To have that distinct, separate space will be great," enthused Doug.

Be Part of the  
St. Stephen Story Today.

### WITH DEEPEST SYMPATHY

The parish family of St. Stephen wishes to express our deepest sympathy to the family and friends of Pat Maher. A funeral will take place in the Spring. Please keep Pat and his loved ones in your prayers.

*Eternal rest grant unto him, O Lord. And let the perpetual light shine upon him. And may the souls of all the faithful departed, through the Mercy of God, rest in peace. Amen.*

### ALTAR SERVER TRAINING

Father Scott will be hosting an Altar Server training for any child (or adult) who has received their First Communion on Sunday, January 28 at 9:30 a.m. RSVP to Nancy in the Parish Office if your child will be attending by calling (616) 243-8998 ext 201 or emailing parishoffice@ststephenparish.com



### WE NEED YOUR SUPPORT

We've come a great distance in this first year of our capital campaign, and you can help us be even more successful. If we meet our Challenge Grant goal, we'll be 75% of the way to our full campaign goal.

*How can you help the St. Stephen community meet its goals during the Challenge Grant period?*

**\$2.38**  
MILLION  
RAISED

**240**  
DONORS  
HAVE PARTICIPATED

**22**  
DAYS LEFT

**WHERE DOES YOUR GIFT GO?**

- for the new gathering space
- for school maintenance
- for school district
- for 800+ other ways to give

[Add Your Pledge Today >](#)

### KNIGHTS OF COLUMBUS CHILI COOK-OFF

Save the date! Saturday, February 10 following the 4:30 p.m. Mass, the Knights of Columbus will be hosting a Chili Cook-off. Parishioners are encouraged to submit their favorite chili preparation to the St. Stephen Community. Samples will be offered and voted upon. Afterwards, the Knights of Columbus will host a Chili Dinner for the Parish. Entries should not measure more than a quart.

### 40 DAYS FOR LIFE

Can you spare one hour of your time to pray to end abortion? Once again, St. Stephen will be participating in the peaceful prayer campaign *40 Days for Life*. Our day to pray is Friday, March 21, 2018 from 7:00 a.m. to 7:00 p.m. Sign ups will soon be available. Please contact Hank Milanowski at (616) 243-2595.

### CENTERING PRAYER

The St. Stephen Centering Prayer group meets weekly to bring God's love and healing into our own hearts and lives as we quietly "center" on His power in us. Meetings are held every Thursday (except holidays) at 7:00 p.m. in the Chapel of the Parish Office. No experience is required or requested. The group is open, inviting, and caring. Each week we center for 20 minutes, then share in a video/discussion or Lectio Divina. Each meeting closes in intercession for needs in our community. Please consider Centering as one means to achieve your New Year's resolutions to be closer to Christ's love. Contact Julie Davis Good with any questions at (616) 214-9164 or juliedavist@gmail.com.



### EARLY CHILDHOOD OPEN HOUSE

Do you know a family that might love St. Stephen? Please help us spread the word about our Early Childhood Open House this Thursday, January 25<sup>th</sup> from 6:00-8:00 p.m. This open house is for preschool through 1<sup>st</sup> grade.

### ALT DINNER RAFFLE TICKETS

Raffle tickets for the Alt Dinner will be sold after Mass this weekend. This year's raffle is a 50/50 Cash Raffle. Tickets are \$5 each or 6 tickets for \$25. Tickets are also available in the school office.

### VOLUNTEERS NEEDED

Help is needed for Alt Dinner set up next Saturday morning. If you can help, please talk to someone at the raffle ticket table or email J'Nai Klein at dougandjnai@comcast.net.

### SCHULER BOOKS LIBRARY FUND RAISER

You can support St. Stephen Library when you purchase books online or in the store between **January 28<sup>th</sup>** and **February 5<sup>th</sup>**. The web code for online ordering is TROJANS (case sensitive). If you make purchases in the store please make sure to mention St. Stephen school.

### SCHOOL MASS ON WEDNESDAY

Please join us for Mass this Wednesday at 8:30 a.m., led by the 7<sup>th</sup> grade.

### SCHOOL CALENDAR

- January 23:** Spelling Bee in the gym at 8:30 a.m.
- January 25:** Early Childhood Open House
- January 27:** Alt Dinner at the Watermark Country Club
- February 2:** Carnival & Mr. Fables Burgers



# Photos

- A great camera is on the phone!
- Use a ministry that takes pictures
- Know the diocese guidelines
- Links to photo sites



# Practical Tips

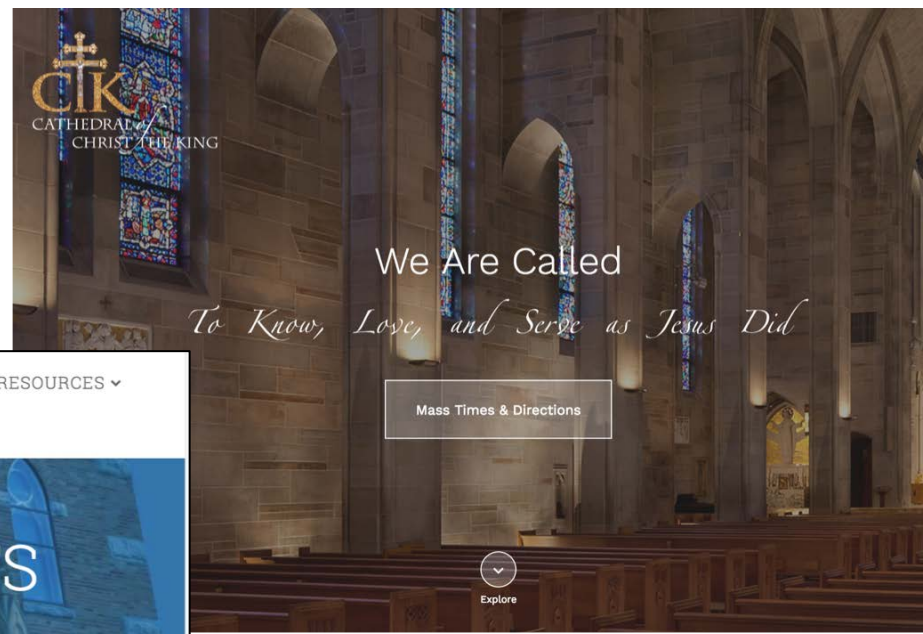
- Use contextual covers
- Consider moving static info to the web
- Check your Info to Inspire ratio
- Use columns and consistent design
- Images of people tell great stories

# Bulletin Exercise

- Circle three things done well
- Circle three things that could improve
- Go and do likewise



# Virtual Front Door



CKK  
CATHEDRAL  
CHRIST THE KING

We Are Called  
*To Know, Love, and Serve as Jesus Did*

Mass Times & Directions



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- EVENTS ▾
- EDUCATION ▾
- MINISTRIES ▾
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- VOLUNTEER ▾
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*Keeping our Home to Protect* Safe Environment

Catholic Charities  
Giving Help and Hope to people in need regardless of race, religion or creed.

relevant radio

### MASS TIMES

**Daily**, Monday-Saturday, 7:45 a.m.  
**Saturday Vigil**, 4:00 & 5:30 p.m.  
**Sundays**, 7:30, 9:30, 11:30 a.m. and 5:00 p.m. Youth Ensemble

 God's Miracle In The Desert

 Parish Registration

# Common Mistakes

- Not mobile responsive
- Buildings not People
- Cluttered – hard to find what you need
- Dated content - difficult to update

# Traits of Excellence

- First impression - I want to go here!
- Images of life
- Current & important content
- Website as an “information hub”





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[Prayer for Religious Freedom](#)

[The Men of St. Joseph](#)



**Mass Schedule**  
Saturday 4:00 pm  
Sunday 9:00 am & 11:00 am

Holy Day: 8:30 am  
Weekday: *Mon., Tues., Thurs.,  
Fri., 8:30 am*

Pastor: Rev. John Miceli  
email [jmiceli@stmarkcleveland.com](mailto:jmiceli@stmarkcleveland.com)  
15800 Montrose Ave.  
Cleveland, OH 44111  
Phone: 216-226-7577  
Fax: 216-521-0371  
E-mail [cbirchfield@stmarkcleveland.com](mailto:cbirchfield@stmarkcleveland.com)

St. Mark School  
Phone: 216-521-4115  
Fax: 216-221-8664  
School Website:  
[www.stmarkwestpark.com](http://www.stmarkwestpark.com)

*From Fr. John...*

- In Our Parish •
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  - Parish Life
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- Youth Programs •
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- Cluster Partners •
- Volunteer Application
- Tuition & Fees
- Alumni •
- Alumni Registration Form

**Mission Statement**

St. Mark is a Christian community committed to Spiritual growth through the Word of God, the Bread of Life, and the guidance of the Holy Spirit. We are dedicated to celebrating the Eucharist and to the continued development of our historically strong Christian education and outreach. We welcome and encourage participation of all members of St. Mark Parish through shared responsibility in worship, prayer, study, communication and service to our community.



St. Mark Catholic Church Presents

Trapper Jack

"Broadcasting to Podcasting... A crystal clear message of faith!"

Sunday, October 2

**Pastoral Staff**

Rev. John P. Miceli  
Deacon Howard Masony  
Deacon Dave Lundeen  
Mrs. Karen Cocita  
Mrs. Linda Cap  
Mrs. Pam Adams  
Mrs. Tem Prokop

Pastor  
Business Manager  
Principal  
Pastoral Minister  
Youth Minister  
Director of Music Ministry

[jmiceli@stmarkcleveland.com](mailto:jmiceli@stmarkcleveland.com)  
[hmasony@stmarkcleveland.com](mailto:hmasony@stmarkcleveland.com)  
[dlundeen@stmarkcleveland.com](mailto:dlundeen@stmarkcleveland.com)  
[cocita@stmarkwestpark.com](mailto:cocita@stmarkwestpark.com)  
[lcap@stmarkcleveland.com](mailto:lcap@stmarkcleveland.com)  
[pdmcadams1@sbcglobal.net](mailto:pdmcadams1@sbcglobal.net)  
[musicministry@stmarkcleveland.com](mailto:musicministry@stmarkcleveland.com)

**Church Office Hours**

9:00 AM TO 4:30 PM, Monday - Friday. Office will be closed 12:00pm - 12:30pm.  
Mail can be put into the mail-chute located at the side entrance of the Church Office.

**Sacraments**

**rite of Christian Initiation of Adults:** The RCIA is open to all those interested in becoming Catholic. **Baptism:** Available at 1:00 p.m. the last Sunday of the month and at Masses by arrangement. Parents must attend a Pre-Baptism class and Godparents must have sponsor certificates.

**Reconciliation:** Saturday, 3:15 - 3:45 p.m. or by appointment.

**Marriage:** Arrangements must be made at least six months in advance with a priest or deacon.

**Anointing of the Sick:** Celebrated twice a year in church and by request at nursing home, hospital or home.

**Communion Calls:** If you are unable to participate in the celebration of Mass and would like to receive Communion, please contact the office.

**New Parishioners:** All are welcome to join us by calling the office or stopping in to register.

**Bulletin Deadline:** Bulletin Articles and Copied Items need to be in the Parish Office by 11:00 a.m. on Monday.

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Not long ago



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- Our Parish ▾
- Commissions ▾
- Schedules ▾
- Music Ministry ▾
- Parish Life ▾
- Education ▾

# St. Mark Catholic Church

Cleveland, OH est. 1945

"Hope In The Neighborhood"

## Today

Mass Times

Sat: 4:00 pm

Sun: 9:00 & 11:00 am

Holy Day: 7:00 pm Vigil, Weekday: 8:25 am Mon.,  
8:25 am & 12:00 pm Tues., Thurs., Fri.

[View More](#)

[Get Direction](#)





# ST. CATHERINE OF SIENA ROMAN CATHOLIC CHURCH

*Under the protection of the Blessed Virgin Mary, the parishioners of St. Catherine of Siena strive to live as committed disciples of Jesus Christ through prayer, education, fellowship, and charity.*



PARISH    SACRAMENTS    PRAYER & LITURGY    EDUCATION    FELLOWSHIP    OUTREACH    MINISTERIO HISPANO    GIVING



PARISH LIFE & STEWARDSHIP



WELCOME FROM OUR PASTOR



THIS WEEK'S BULLETIN



PARISH REGISTRATION



SIGN UP AS A GREETER



SPONSOR ALTAR FLOWERS



STEWARDSHIP OF TREASURE

## NEWS & UPCOMING EVENTS

- Senior Baccalaureate Mass - May 21
- PSR 2017-2018 Registration
- Eucharistic Congress - June 16-17
- Parish Hispanic Festival - June 10
- Vacation Bible School - June 5-9
- Holy Half Hour - May 7

## HIGHLIGHTS

**Online Giving**  
*Easy. Safe. Convenient.*

## FR. NEIL'S PASTOR'S COLUMN

Staff Changes and New Website  
May 3, 2017

1 2 >

## DR. THIGPEN'S Q&A COLUMN

Degrees of Heavenly Bliss?  
May 10, 2017



ABOUT ▾  
*Us.*

SACRAMENTS ▾  
*All 7!*

SERVE ▾  
*Ministries.*

LEARN ▾  
*Formation.*

CONTACT ▾  
*Hit me!*

BULLETIN ▾  
*Get it!*

LINKS ▾  
*Our Family.*



**COME AND SEE!**

*Click to play the video.*



**MASS TIMES**

*Join us for worship*



**NEW? START HERE!**

*Plug in to parish life!*

## **WELCOME TO SAINT MICHAEL PARISH!**

Our mission is to place God first in all things, to proclaim the gospel of Jesus Christ, and to grow in holiness through prayer, sacraments, and service.

# Practical Tips

- Inviting and welcoming home page
- Clear the clutter
  - concise navigation is a must
- Great quality pictures
- Easy to get to the most desired info
- Keep the content updated



# Parish Apps

Connect & Inspire

# Common Mistakes

- The website as an app
- Alerts and info only
- Misdating messages – “today”
- Promoting once

# Apps - Traits of Excellence

- Active use of push notifications
- Push as a promotional tool
- Promoting the faith features
- Always be launching



# Practical Tips

- Push notifications: 2-3 week
- Promote the features
  - Prayer Reminders
  - Daily Readings
  - Faith Formation
- Cross promote – Deep Links!
- Promote always – Launch yearly

# What about other Messaging?

- SMS: Notifications
  - Targeted, Approved, Timely
- Email: on a regular schedule:
  - Newsletters & Resource content
  - Archival space
  - Consistent subject line
  - Email services

# September Calendar



## Information AND Inspiration

**NEED:** The parish needs volunteers in the nursery

**Week 1 WHY IT MATTERS:**

Prayer campaign for new and expecting moms and dads. Include prayer with that cute little picture.

+Add prayer to website

**Week 2 WHO:**

Use a story of a family that found a benefit to the nursery.

+Get volunteer form on website

+Email story

**Week 3 WHAT:** Request volunteers

+Sign up on website

+Message on app

**NEED:** Donate items to the food drive

**Week 1 WHY IT MATTERS:**

Article of food pantry by homeless man

<https://outhunger.org/project/food-give/>

**Week 2:** Article continued.

+Add article to website

**Week 3:** Father's comments on Corporal Works of Mercy #1 Feed the Hungry

**Week 4 WHO & WHAT:**

Request food donation.

+Message on app





Week 1

# FOOD PANTRY

Here's a great article written by a former homeless man on what we should take to food banks (and what we shouldn't).

The main takeaway: donate like you were the one receiving the food:

Imagine going to the grocery store, only instead of wandering the aisles picking out the food you want you're handed a pre-packed bag at the checkstand. That's your dinner for the next week. If you don't like it, too bad; you'll have to eat it because it's all you're getting.

Welcome to the food bank. Continued next week.



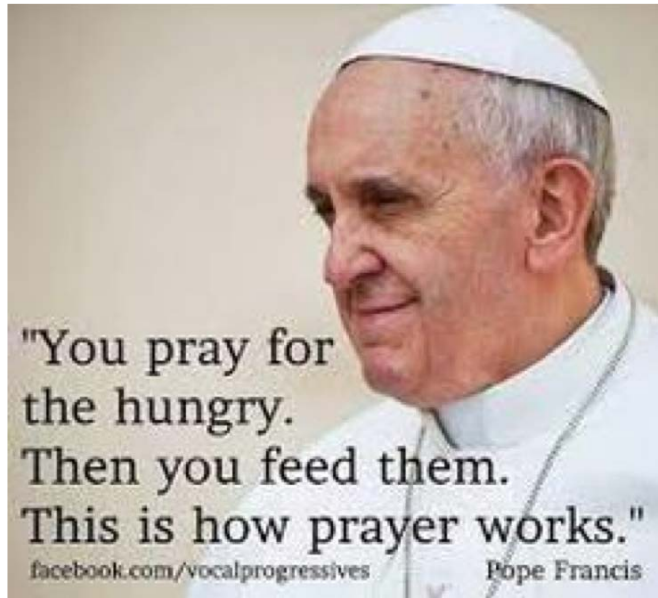
# FOOD PANTRY

Welcome to the food bank.

A few ground rules:

1. Do not give anything you would not want to eat.
2. Don't give stupid things.
3. Consider giving food that can be eaten without cooking.
4. Don't give perishable items.
5. Think about people with special dietary needs.
6. Make it easy to get at.
7. Choose things that don't require elaborate preparation.
8. Keep it simple.

Week 2



# FOOD PANTRY

Feeding the hungry is one of the corporal works of mercy. This teaching of Jesus comes from the Gospel of Matthew 25:35 where, in a parable, Jesus says, "For I was hungry and you gave me food, I was thirsty and you gave me drink."

The responsibility to provide food and drink for those in need is found throughout the Old and New Testaments. For example, in Deuteronomy 15:11, God instructs the Israelites to share freely the gifts of the land with those in need:

Fr. Joe

Week 3





## Week 4

The pantry shelves are running low. Did you know we provide food for over 50 people a month? Allison, Mary and Julie are ready to stock the pantry. Please bring your food items to the box in back of the church. Thank you - A.M.J.



# Practical Ways to Improve Parish Communication

Mike DiCosola  
[mdicosola@diocesan.com](mailto:mdicosola@diocesan.com)

**THE 360**  
**WORKSHOP**  
BY DIOCESAN