

The Heart of Communication

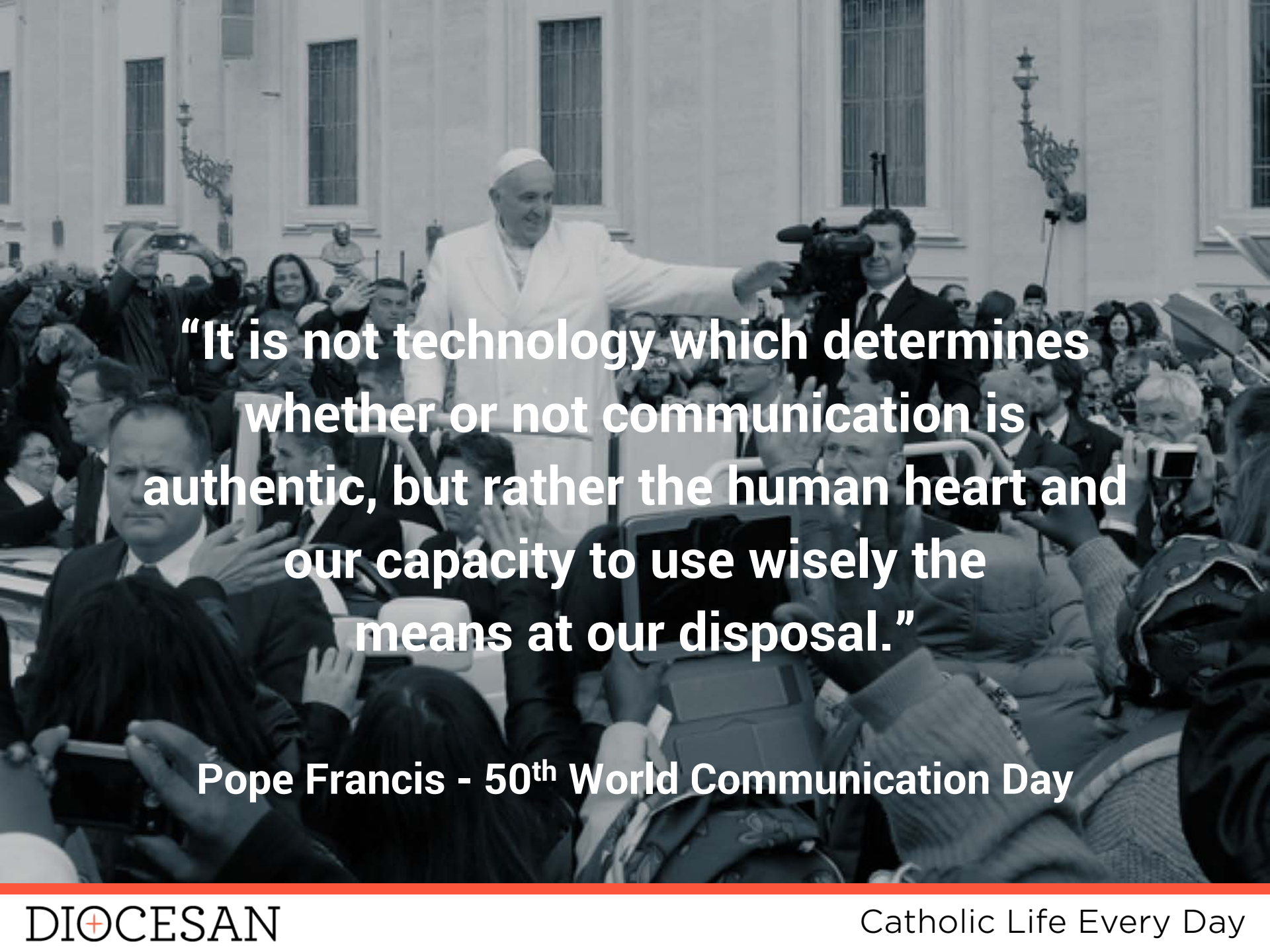
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Real-World Parish Communication



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A black and white photograph of Pope Francis, dressed in white, standing in the center of a large crowd. He is smiling and reaching out with his right hand towards a man in a dark suit who is holding a video camera. The crowd consists of many people of various ages, some holding up smartphones to take pictures. In the background, a large, light-colored building with multiple windows is visible. The overall scene is one of a public appearance or blessing.

“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 - 50th World Communication Day

A black and white photograph of a person walking a tightrope across a deep canyon. The person is silhouetted against a bright sky, with their arms outstretched for balance. The canyon walls are steep and rocky, and distant mountain peaks are visible in the background. A white rectangular box is superimposed over the center of the image, containing the text "Inspiration Information".

Inspiration Information

Speaking Heart Language

- Pray!
- Mission Before Maintenance
- The Heart leads to the Head & Hands
- Stories Captivate and Engage
- Take-away tips

Very early in the morning, while it was still dark,
Jesus got up, left the house and went off to a
solitary place,

where
he
prayed



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

What's the point?

We need to look beyond technology,
channels and information to why we
are really here

The Coat Drive

Maintenance

- Bring your gently used coats to the Parish this coming weekend!

Mission

- As a giving community we are called to serve those among us in need.
- Why does giving make us feel so good?
- This is Katie. She stands at the bus stop without a coat, hat or gloves

We need you to do something

Maintenance

- Register for Faith Formation after Masses this weekend in the Narthex

Mission

- Passing on the faith is the most fundamental task of being a disciple of Christ.

Your Turn!

- Wedding anniversary Mass: Couples celebrating a milestone anniversary are invited to attend.
- Baptism Class will be held on Nov 4. If you are planning a baptism soon and have not taken one here, plan to attend.

What to do:

- Write down your mission and put it in easy view.
How does this impact your messaging?
- What is the end goal of the information to be shared?
- Offer help before asking for help
Speak to our God-given need to give – to help
- Remember it is about Discipleship!

The Heart leads to the Head & the Hands

- Earn the right to be heard
- People respond to those who care
- Not all messages need to inform
- What matters, leading to what's needed
- Be aware of the community

What's the point?

Communication with heart means being focused on meeting people where they are and walking with them before trying to challenge them.

The Nursery

Maintenance

- The nursery starts up again on January 2. Parents are expected to sign-up to volunteer at least one weekend a month.

Mission

- This week the staff is praying for the parents of small children. . .
- Do you know a family that cannot attend Mass. . .
- Young families in the Parish need your help and wisdom!

What to do:

- Improve your ratio of inspiration to information in your messaging
- Try to start with what matters in peoples' hearts before asking for help
- Retell what happened and why it mattered

Stories Captivate and Engage

- Stories 'evangelize' information
- Images tell great stories
- Being 'real' is important
- Stories are meant to be shared

What's the point?

People are more important than any need or goal we have. Your parishioners inherently get that – and they respond to it.



March 16 at 9:05pm · 

I'm not even sure where to begin but all I keep coming back to is Father Tony saying "just try adoration for 1 month and I guarantee your life will change": So I've gone 2 times now and my husband got a promotion, we have an offer on our house, we put in a bid on our dream house, and above all my mom got news today that she has no myeloma markers (meaning successful bone marrow transplant)..... All of these things have been cooking but it's amazing to lay all my fears, anxieties, things weighing heavy on my heart at the feet of Jesus and to get such amazing results. I don't even care if I sound like a nut job right now - lol.....All praise and glory to God!!!!


[Like](#) · [Comment](#) · [Share](#)



 and 124 others like this.

 Amen!!

March 16 at 9:06pm · [Like](#)

 Amen!!!!

March 16 at 9:11pm · [Like](#)

 Amazing. Amen!

crazy.


6pm · [Like](#)

hen girl. Didn't you just move?

8pm · [Like](#)

. We listed our house at the end of summer but it
time. God's perfect plan!

9pm · [Like](#) · [2](#)

 Amen! So happy for your Mom!

10pm · [Like](#) · [1](#)

tcha. Always on God's time

10pm · [Like](#) · [1](#)

o many great things in the works...you deserve it!

11pm · [Like](#)

 Such great news !!!

12pm · [Like](#)

 P.s. I DO pray for other people too..... Lol.....


13pm · [Like](#) · [1](#)

is my weekly holy hour I had for several years at st. Isidores
Grand Rapids! Fr. Tony is right!

15pm · [Like](#) · [1](#)

 my mom used to go at 11pm on Friday nights up there at
er 70's. excellent news about your mom!


March 16 at 9:28pm · [Like](#)

 You are right on Sweetheart! Trust in the LORD and he
will continue to bless you richly. Laying everything at the feet of Jesus is so
appropriate during our Saviors sacrificial season of Lent!!! I heard from Julie
about your Mom! Praising God! ❤️

March 16 at 9:29pm · [Like](#)

 Wow that all is wonderful news. Congratulations!


March 16 at 9:30pm · [Like](#)

 Awwww so happy for you guys! Glad to hear such great news
in so many ways! Xo ❤️😊

March 16 at 9:32pm · [Like](#)

 All awesome things 😊

March 16 at 9:35pm · [Like](#)

 you don't and that is all awesome. thanks for the
inspiration. and I'm glad your mom has positive news.

March 16 at 9:39pm · [Like](#)




 **Our Lady of Consolation - Rockford, MI** ...
Published by [redacted]
Page Liked · September 21 · 🌐


Alpha starts tonight, but there is still time to sign up.... contact J [redacted]

 Tag Photo  Add Location  Edit

Like
9
2 Shares

 **Our Lady of Consolation - Rockford, MI** ...
Published by [redacted]

Are you ready for the adventure?
Sign up for Alpha today!



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



947 people reached

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.



667 people reached

Boost Post

What to do:

- Start telling stories about people and their experiences
- Use lots of images
- Create easy to share messages
- Show people how to share their stories on your parish's social media

Take Aways

- Pray for your audience!
- Write out your parish mission
- Increase your Inspire to Info Ratio
- Build trust by speaking honestly about what matters, in front of the need
- Use more personal stories & images
- Teach others to share your content

The Key to Speaking from and to the Heart

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

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