## Message More People

Presented by **DI⊕CESAN** 

Mike DiCosola Tommy Shultz



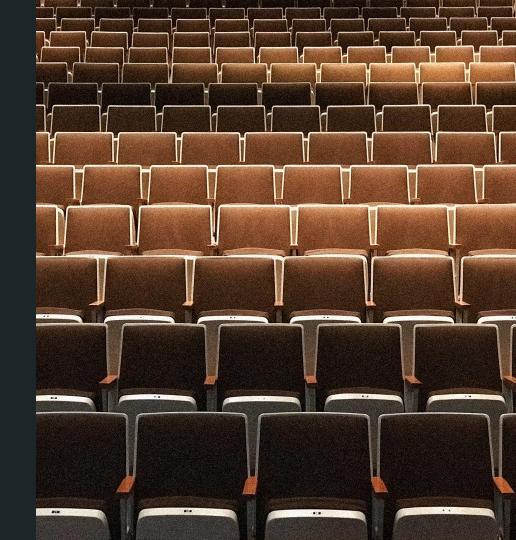




#### "Only You have the words of eternal life"

Your message is too important to go unheard

#### And Still ...



# How far do your Messages go?

Where do they go?

# **Email Open Rate**

- 20.81% all emails
- 25.33% religion
- 2.92% click rate

Source: MailChimp

# SMS Read Rate

- •99% assumed
- 82% study
- 81-92% study
- 19% tap-through

Source: VoiceSage, Essendex

# Social Media Reach

• 6.5% Facebook

- 4% engagement
- 3% Twitter
- 1% engagement

Source: Faith Catholic, Sprout Social, Forrester

# myParish Read Rate

#### • 57% read rate

Source: Google Analytics

## How many People do you know?

Who do you know?

# Database Study

• 66% phone numbers
• 13% mobile numbers
• 20% email addresses

Source: 2019 Diocesan study of 200+ parishes

• 52% landlines
were mobile
• 16% emails invalid

# Your Max Audience

Source: 2019 Diocesan study of 200+ parishes; \*CARA study

- 13% mobile numbers
- 20% email addresses
- 5% social followers\*
- 20% myParish users
- 20% Mass attendance\*

### Your 330Maximum 330Reach $\cdot$ mobile: 13% x 82% = 10%

mobile: 13% x 82% = 10%
email: 20% x 25% = 5%
social: 5% x 6% = < 1%</li>
myParish: 20% x 57% = 11%
Mass: 20% x 13% = 6%

# Not a "church" Problem

Be Present all Platforms
go where they are
Increase the Audience
know more people

# Practical Tips

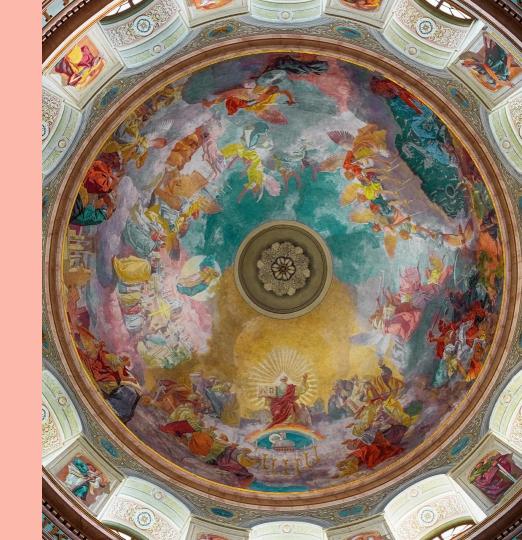
 ASK - tell them why Make it easy to join Text-to-Join program Short URL to join Web Social Bulletin





The Church has the most important message ever told, we need to tell it beautifully.

Messaging More People is about more than analytical reach



"If we attempt to put all things in a missionary key, this will also affect the way we communicate the message."

- Evangelii Gaudium 34 —



Marketing vs. Catholic Communication The Word Became Flesh



"When we adopt a pastoral goal and a missionary style which would actually reach everyone without exception or exclusion, the message has to concentrate on the essentials, on what is most beautiful, most grand, most appealing and at the same time most necessary. The message is simplified, while losing none of its depth and truth, and thus becomes all the more forceful and convincing."

– Evangelii Gaudium 35 –



### The Anatomy of a Message

Head — What Heart — Why Feet — How The Head

- Information
- Dates
- Times
- Call to Action

# The Heart

- Include the Why
- Inspiration
- Make it Personal

#### Maintenance vs. Mission



# Inspiration vs.

# Information

Our series on the Mass starts on September 10th in the Community Center at 6PM. There will be food and childcare provided.

# Inspiration

The Eucharist is the source and summit of our faith, and yet many of us are unaware of what actually happens during the Mass. Join us to learn more about this most important form of worship.

# Mission

Ever feel lost during the Mass? You are not alone - discover the deep meaning of this celebration. Join us on September 10th at 6PM in the community center for our series on the Mass. All are welcome and food and childcare will be provided. Just show up!

The Feet

- What is the state
  of your audience data
  Use every Channel
- Target your messages

# Two Things

#### **Increase the Audience**

- Make it easy to join
- Be present on all
- channels

#### Earn the Right to be Heard

- Messages that matter
- Why before what

### The HAND-Outs: Takeaways

Get people to help you:

Ask for the why

More personal messages:

birthdays, baptism day

Research new tools:

Easy to join your lists

Send to all channels

Review the state of your data

Is it valid?
Set a benchmark and a goal

Post a short URL to join

web, social, email, bulletin

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