
Message More People

Presented by DI+CESAN

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And ...





**“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

- 52% landlines
were mobile
- 16% emails invalid

Source: 2019 Diocesan study of
200+ parishes

Your Max Audience

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

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

Your Maximum Reach

33%

- mobile: $13\% \times 82\% = 10\%$
- email: $20\% \times 25\% = 5\%$
- social: $5\% \times 6\% = < 1\%$
- myParish: $20\% \times 57\% = 11\%$
- Mass: $20\% \times 13\% = 6\%$

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




What does
Success
look like?

**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

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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