

WHY IS NOBODY
COMING?



IF NO ONE KNOWS ABOUT IT, IS IT
REALLY HAPPENING?



UNINTENTIONALLY EXCLUSIVE



HOW WE HAVE
ALWAYS DONE IT



STATISTICS

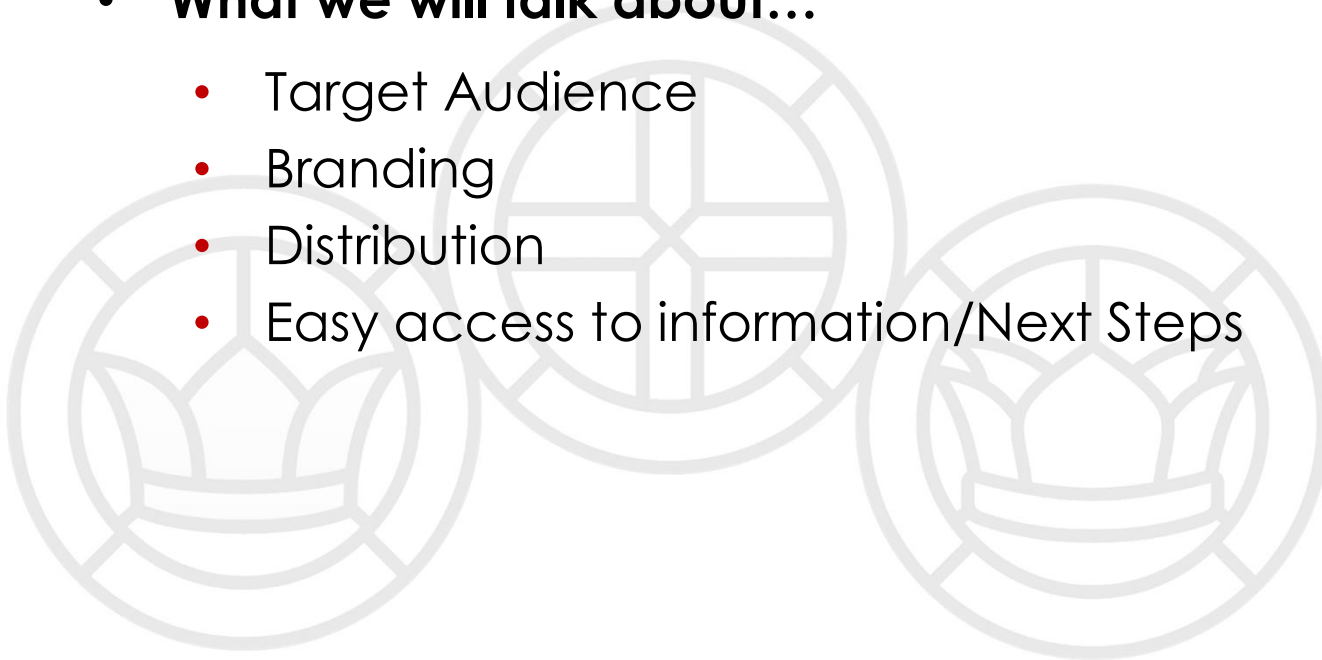
- Only 1/4 of St. Max parishioners go to Mass weekly. (*National average*)
- Statistics show that bulletins are read about 10% of the time.
- The bulletin is **one way** to communicate, it is not the most **effective** way to communicate.

STRATEGY

- **It takes seeing/hearing something 7 times for a person to remember something.**
- **I want to work with ministry leaders to create a multi-layer communications strategy encompassing a wide variety of tools for communication.**
- **Ideally, we would meet a few months before whatever it is you are trying to promote.**
 - Allows time for design process
 - Allows for more “on air” time

CREATING A COMMUNICATIONS PLAN

- **What we will talk about...**
 - Target Audience
 - Branding
 - Distribution
 - Easy access to information/Next Steps

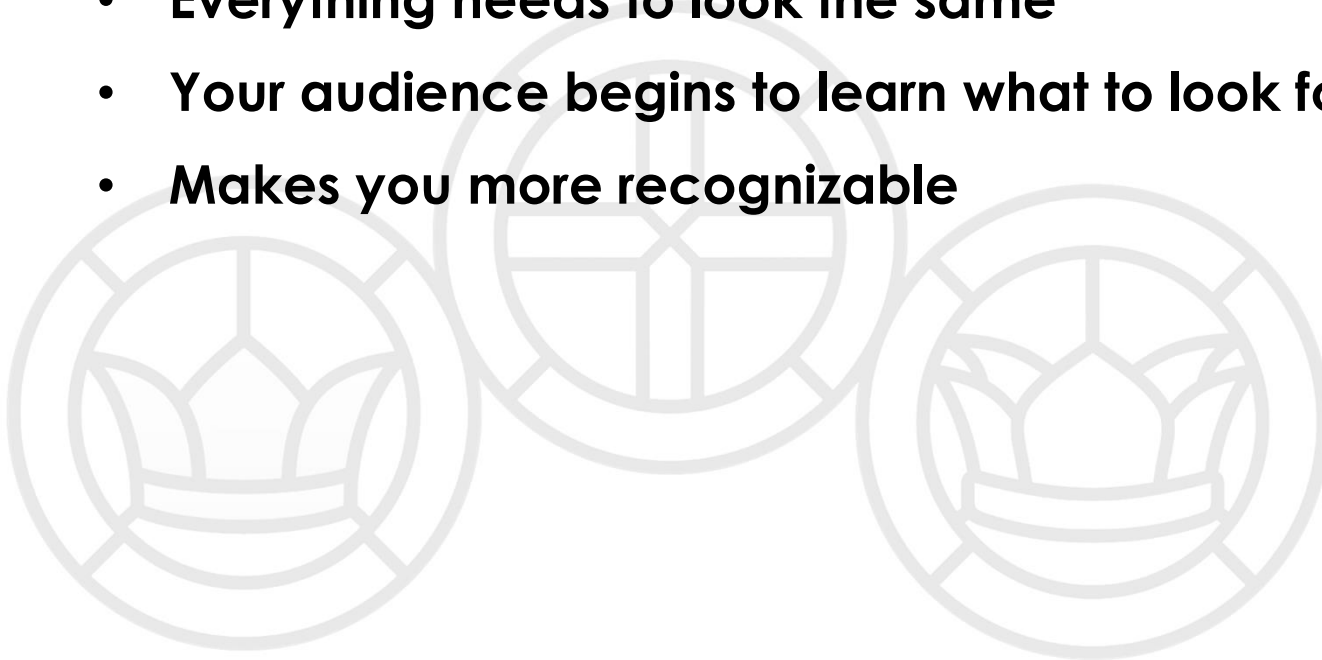


TARGET AUDIENCE

- **Who are you trying to reach?**
- **Sometimes it is obvious**
 - Men, Women, Teens, Moms, etc
- **Sometimes it is less obvious**
 - Time of day, Topic, etc.
- **The target audience often dictates aspects of branding and distribution**
- **Collaborate with your fellow ministry leaders!**

BRANDING

- **Everything needs to look the same**
- **Your audience begins to learn what to look for**
- **Makes you more recognizable**

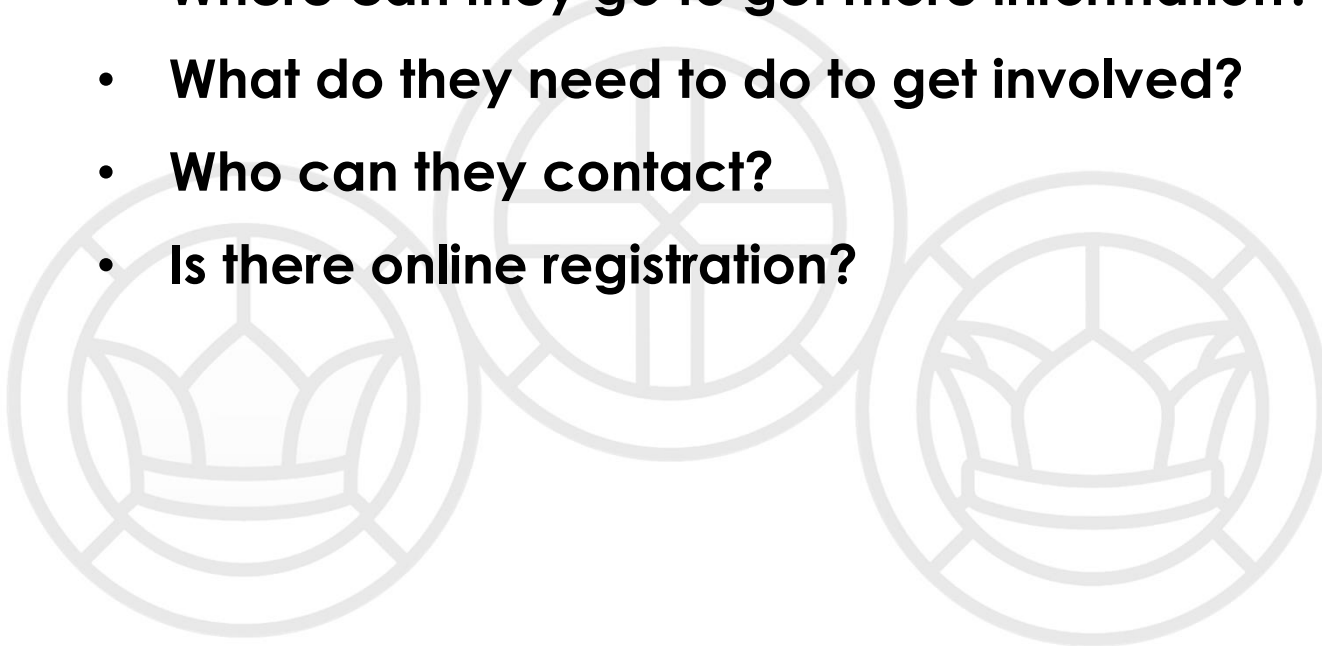


DISTRIBUTION

- **How we get the word out**
- **What mediums we should use**
- **We have lots of tools!**
 - Bulletin
 - Announcements/witnesses
 - Monitors in the gathering space
 - Tables in the gathering space
 - Social media
 - Website/app
 - Email
 - Direct mail

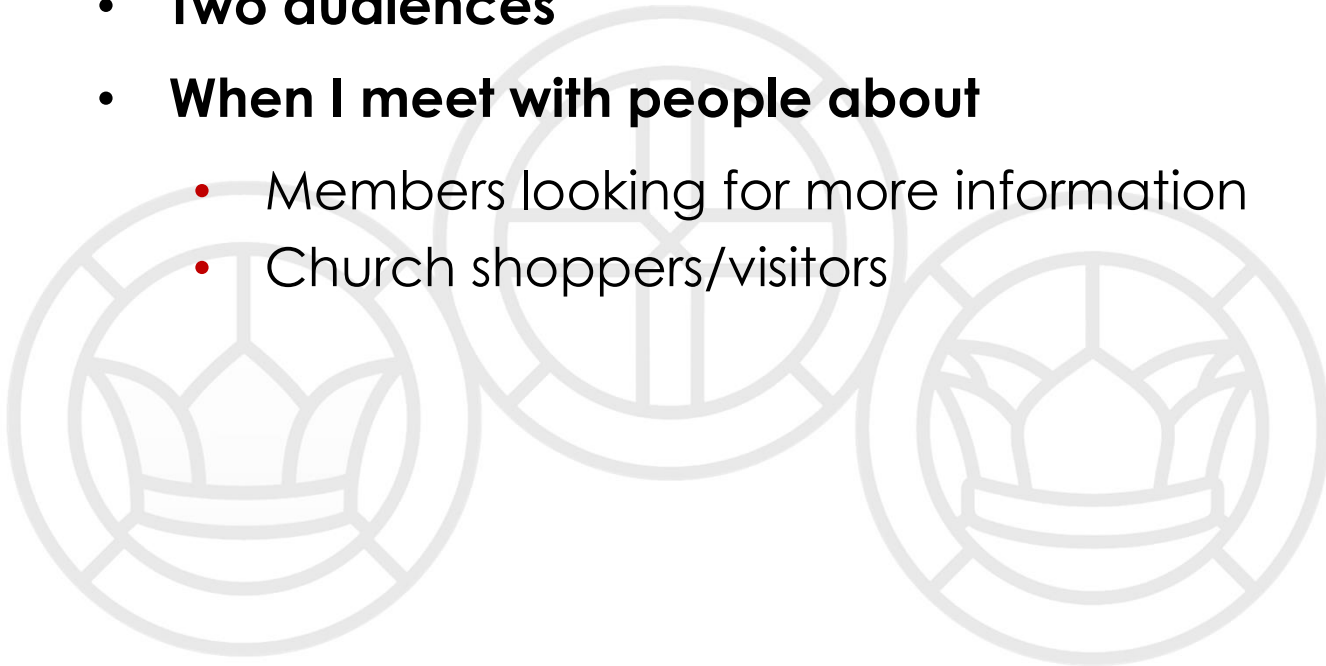
EASY ACCESS TO INFORMATION/NEXT STEPS

- **Where can they go to get more information?**
- **What do they need to do to get involved?**
- **Who can they contact?**
- **Is there online registration?**



SAINT-MAX.ORG

- **Two audiences**
- **When I meet with people about**
 - Members looking for more information
 - Church shoppers/visitors



IF YOU REMEMBER NOTHING ELSE...

- **Publicity/Communication should be one of the first things you think of**
- **Be intentional**
- **Plan ahead**
- **I am a resource!**

