



Catholic Review

Inspire, Connect, Evangelize

Parish/School Management In-Service Day

 ARCHDIOCESE *of* BALTIMORE





Communications Strategy



Portals of evangelization
to connect and inspire the Archdiocese of Baltimore



ENHANCED WEBSITE
Fresh Content Daily
(Mobile-Friendly Coming 2016)



E-NEWSLETTER
More Frequent
More Reach



MONTHLY MAGAZINE



SOCIAL MEDIA



DIGITAL EDITION
CURRENT: Subscribers Only
ADVERT 2015: Open to All



MOBILE & TABLET TOOL
APP FOR SMARTPHONES & TABLETS
Parishioner Engagement and CR News



Why this approach?

1. The Church is called to evangelize and form people in the faith.

“There is no evangelization without communication.”

- *Archbishop Claudio M. Celli, president of the Pontifical Council for Social Communications*



Why this approach?

2. Using multiple platforms to inspire people helps keep the faithful informed and engaged about their faith and the Church community, and provide a valid source of information.





Why this approach?

3. Parishioners are listening to a range of channels and are at various levels of engagement.



Why this approach?

4. Ordinary and easy-to-use communication tools, such as email and apps, respond to the consumption habits of people with minimum training requirements.



Why this approach?

5. Cross-promoting is strengthened through the use of FlockNote and myParish App that pairs and links social media tools to provide a blend of push and pull communication tools.





AOBMoreConnected.org

The screenshot shows the homepage of AOBMoreConnected.org. At the top, there is a blue banner with the text "Get Connected" and "Portals of evangelization to connect and inspire the Archdiocese of Baltimore." Below this, there are logos for "myParish", "CR", and "flocknote". A form asks the user to select their role: "Parishioner" or "Parish Leader".

www.AOBMoreConnected.org



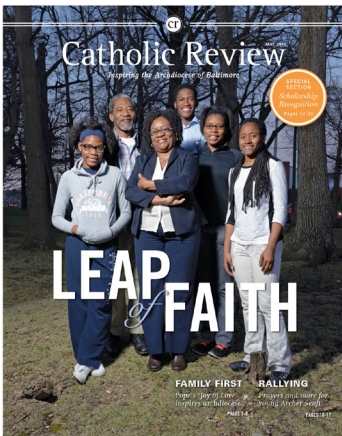
Parish Leaders Page

The screenshot shows the Parish Leaders Page. It features a blue banner with the text "A Comprehensive Communication Solution for the New Evangelization." Below the banner is a video player showing a man in a suit speaking. A button below the video says "Watch a Webinar to Learn More".

www.AOBMoreConnected.org



Bulk Delivery of the Catholic Review



- 8 times per year
- Every family at Mass gets one
- Hand them out
- If people take them home they will be used

www.AOBMoreConnected.org





Mailing Lists



- 4 times per year
- Every Registered Household
- Some bulk at parish for those unregistered

www.AoBMoreConnected.org



Mailing Lists



- ParishSoft/Connect Now
 - Use the magazine check box
 - Default should be ON
- Using any other system
 - Export Quarterly

www.AoBMoreConnected.org



myParish

CONNECT WITH YOUR PARISHIONERS LIKE NEVER BEFORE.

Keep in touch with parishioners all week and offer them a great faith-building resource at the same time.

A PREMIUM APP FOR YOUR PARISH

WHAT IS MYPARISH? Quite simply, it's a premium Catholic Church app to stay connected with parishioners.

A first-of-its-kind app for iOS and Android devices, myParish helps build stronger Catholic communities and better engage the New Evangelization.

myParish puts parish news, information and contacts – as well as faith-building resources and features, such as daily Mass readings, confession and prayer time reminders, the ability to submit prayer requests and much more – all in the palm of parishioners' hands.

KEEP UP-TO-DATE

Baptism or funeral announcements, special Mass times for holy days, other news – let them know as soon as you know.

MARKETING MATERIALS

We will provide your parish with a full suite of marketing materials to help promote your app in print, email, web and social.

DAILY RESOURCE

Today's Mass readings, daily Catholic news, easy prayer reminders, this week's homily and bulletin – all quickly accessible.

EASY TO USE

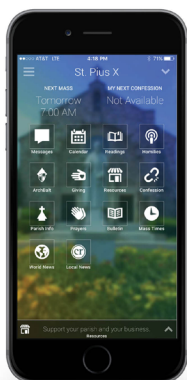
myParish is easy to use and takes very little time to post info to your app. Simple and secure administration with our staff always ready to help if you need it.

MASSMODE™

Cell phone interruptions will become a thing of the past with convenient phone silencing reminders.

IPHONE & ANDROID

Your app is available for both iPhone and Android smart phones. This means just about every parishioner with a smart phone can use it.



www.AoBMoreConnected.org








WE HELP VIBRANT CHURCHES LIKE YOURS CONNECT WITH THEIR MEMBERS
Text messaging and email are still the best way to do it.




www.AoBMoreConnected.org 




Funding

FUNDING EXAMPLES

PARISH A – 75TH PERCENTILE		
200 Envelope Recipients	114 CR Subscribers	237 Registered Families
57% Participation	at \$26.88 = \$3,064	at \$7.00 = \$1,911
	37.8% DECREASE	
PARISH B – 50TH PERCENTILE		
1,267 Envelope Recipients	466 CR Subscribers	1,560 Registered Families
36.5% Participation	at \$26.88 = \$12,526	at \$7.00 = \$10,920
	12.8% DECREASE	
PARISH C – 25TH PERCENTILE		
267 Envelope Recipients	48 CR Subscribers	684 Registered Families
18% Participation	at \$26.88 = \$1,290	at \$7.00 = \$4,788
	271% INCREASE	

www.AoBMoreConnected.org 




Funding Phases

WE WILL PHASE IN THIS NEW FUNDING STRUCTURE OVER FOUR YEARS, TO MITIGATE THE IMMEDIATE IMPACT ON PARISH FINANCES.

- In FY 2017, the parish will pay 75% of its FY 2016 amount, plus \$1.75 per household (25% of the new plan cost)
- In FY 2018, the parish will pay 50% of its FY 2016 amount, plus \$3.50 per household (50% of the new plan cost)
- In FY 2019, the parish will pay \$7.00 per household per year

In January we sent customized information to each parish detailing the changes for the coming fiscal years, based on the number of households reported on the ACR, to help with budgeting for the future.

www.AoBMoreConnected.org 



Maintaining Lists

- Keep your parish info up to date
- Complete the ACR on time and accurately



Questions and Discussion



Contact Information

Maureen Cromer

CRMEDIA PROGRAM COORDINATOR

MCromer@CatholicReview.org

443-263-0235

Christopher Gunty

ASSOCIATE PUBLISHER, CRMEDIA

CGunty@CatholicReview.org

443-263-0237





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