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How to Effectively Engage Your Parishioners

Parish Communications Workshop
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We are Called to Spread the Good News

Our Core Message: Three Key Aspects of the Good News

1. The Good News is **news**
2. The Good News is **good**
3. The Good News **unfolds over time**

What does this have to do with

~ producing the bulletin

~ social media posts

~ announcements about church events?

EVERYTHING!

The core of our communications is inviting people into the Good News.

1. Invite people into participating in building God's Kingdom
2. Our efforts are about people experiencing the good news of God's love
3. We want something ***for*** people and not something *from* them
4. Successful, healthy, and effective communications come from this core place of sharing the Good News
5. The Good News is the starting point for our communication… it is **WHY** we do what we do

Three Key Communications Strategies

How we effectively communicate with people in our pews to move them to action and engagement in the life of the parish

1. **Align** communications with the weekend preaching
2. **Plan** your communications out for the year
3. Exegesis on **your community** (define your target audience)

Align communications with the weekend preaching

- You know the most effective communication is from the pulpit, so leverage it
- Have a conversation with your pastor about how to bring alignment between weekend homilies and the life of the parish, so that they preach the announcements
- Do this to serve the communicator and not as a burden
- Ask them how you can serve them in their preaching, and give them content or a story that they can use

Plan your communications out for the year

- Planning helps you align with the parish's goals for the year
- Be proactive & not reactive; the longer we think about and plan our communications, the better and more creative it can be
- Put together a Communication Committee to involve others who are already active in the parish and who are organizing events, for insight and assistance
- Use templates and tools to manage and simplify the process!

Exegesis on your community (define your target audience)

- Exegesis of Scripture means understanding what the Holy Spirit and biblical writers wanted to communicate and who they were speaking to in their writing

- When communicating to a targeted audience, think of that one person in your mind and speak directly to them

- Ask as you communicate:
  What do we want them to Know/ to Do/ to Feel?

Reminder:

Communications is Challenging.
yet…

You **GET** to do this.

YOU get to share the Good News of
God's love with the world
and bring them into His story.

Resources & Templates

Email **chrissy@rebuiltparish.com** for our

Communications Template Packet:

1. Communications Process Overview
2. Yearly Planning Template
3. Social Media Calendar Templates
4. Event Target Audience Template



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