

## P.E.T. Communication Committee

Team: Communication	Priority: 1	Challenge Area: How do we develop a comprehensive communication strategy for the parish and community?				
Goal: Increase the personal contact with inactive parishioners						
Major Solution (Strategic Action):	Implement a step by step program to contact inactive parishioners and ask for feedback about St. Francis de Sales					
Implementation Steps	P.I.C	Cost	Begin	End	On-Going	Comments
Review data obtained from parish census to determine which parishioners do not attend Mass regularly	Steward-ship Comm		After parish census			
Devise a questionnaire that identifies the reasons why the parishioners are not active						Questions should address specific reasons why persons are NOT regularly attending Mass
Recruit volunteers to make phone calls to inactive parishishioners						
Hold a training session with phone call team to review the questionnaire and interview procedure						
Ask volunteers if they would be willing to call from their own home phone or if they would prefer to use phones at the parish						
Provide call lists to phone call team and set a target completion date for all calls						
Analyze responses to determine future actions, programs or proecedures						Adjust parish activities and practices to better meet the needs of the inactive parishioners

## P.E.T. Communication Committee

Team: Communication	Priority: 2	Challenge Area: How do we develop a comprehensive communication strategy for the parish and community?				
Goal: To increase contact with all parishioners through an automated phone call system						
Major Solution (Strategic Action):	Implement a “Phone Blast” system to allow the parish to send a recorded phone message to parishioners who subscribe to the service					
Implementation Steps	P.I.C	Cost	Begin	End	On-Going	Comments
Determine hardware and software requirements and compatibility with current parish database						
Request bids for phone blast system and upgrade to computer system (if required(						
Present bids to pastor and Finance Council						
Purchase hardware and software as required						
Train parish staff in use						
Advertise in bulletin and provide instructions for parishioners to subscribe						

## P.E.T. Communication Committee

Team: Communication	Priority: 3	Challenge Area: How do we develop a comprehensive communication strategy for the parish and community?				
Goal: To establish a warm and welcoming atmosphere at Mass and parish functions						
Major Solution (Strategic Action):	Establish a Greeters' Ministry					
Implementation Steps	P.I.C	Cost	Begin	End	On-Going	Comments
Create a greeters/ushers ministry						
Obtain diocesan training materials and information on implementing a Greeters' ministry						
Recruit and train greeters						May include ushers but not limited to the group. Determine Mass availability of volunteers
Identify a coordinator for organizing the ministry						Should be a parishioner
Establish a schedule for Masses						Schedule could be on a monthly or weekly basis.

## P.E.T. Communication Committee

Team: Communication	Priority: 4	Challenge Area: How do we develop a comprehensive communication strategy for the parish and community?				
Goal: To establish a Face-Book, Twitter, website, text, and email presence that can be coordinated for communication of information						
Major Solution (Strategic Action):	Establish accounts with the various media tools					
Implementation Steps	P.I.C	Cost	Begin	End	On-Going	Comments
Assign a Social Media “administrator(s) for parish media pages	Pastor	\$0	12/1/13	12/15/13		
Administrator consults with parish group leaders and web master	Administr ator	\$0	12/15/13	3/1/2014		Discuss how different groups would like to be represented on page; explain how it will be used.
Explore how other churches use Social Media	Administr ator	\$0	12/15/13	3/1/2014		Contact local parishes and diocese for information
Set up Social Media pages, being as flexible as possible	Administr ator	\$0	3/1/2014	3/31/2014		Be aware of privacy settings and site policies
Pages go live; promote pages in bulletin and Mass announcements	Administr ator	\$0	4/1/2014		On-going	
Synchronize all forms of social media to display messages simultaneously	Administr ator	\$0			On-going	

## P.E.T. Communication Committee

Team: Communication	Priority: 5	Challenge Area: How do we develop a comprehensive communication strategy for the parish and community?				
Goal: To increase public awareness of parish events						
Major Solution (Strategic Action):	Purchase a modern, electronic roadside sign for State Road					
Implementation Steps	P.I.C	Cost	Begin	End	On-Going	Comments
Identify vendors of electronic signage						Check with local parishes to determine options
Request bids	Pastor					
Present bids to finance council						Determine if there alternative funding sources from grants, diocese, etc
Investigate parish fundraiser in necessary						
Parish fundraiser if necessary						
Contract with vendor for installation						
Assign individual to maintain message posting						
Develop a procedure to get information to person maintaining sign						Coordination with office staff as to procedure, length of message and length of time to display messages

## P.E.T. Communication Committee

Team: Communication	Priority: 6	Challenge Area: How do we develop a comprehensive communication strategy for the parish and community?				
Goal: To establish an information center in Church foyers and parish office to disseminate fliers and information						
Major Solution (Strategic Action):	Install brochure/flyer racks and bulletin boards in Church foyers					
Implementation Steps	P.I.C	Cost	Begin	End	On-Going	Comments
Identify location for racks and bulletin boards						Determine size of boards and racks that will fit in space available
Determine cost of bulletin boards and racks						Can racks be purchased or custom built.
Present cost estimate to Pastor and Finance Council						
Assign a manager of bulletin boards and racks						Person in charge would be responsible for posting new information and for removing outdated material
Notify parish groups of availability and procedure for submitting information						Information will need to be reviews to be sure it is appropriate

## P.E.T. Communication Committee

Team: Communication	Priority: 7	Challenge Area: How do we develop a comprehensive communication strategy for the parish and community?				
Goal: To utilize various sign media to advertise parish events						
Major Solution (Strategic Action):	Utilize yard signs, message boards, A-frame poster boards, easels, etc to advertise and promote parish activities					
<b>Implementation Steps</b>	<b>P.I.C</b>	<b>Cost</b>	<b>Begin</b>	<b>End</b>	<b>On-Going</b>	<b>Comments</b>

## P.E.T. Communication Committee

Team: Communication	Priority: 8	Challenge Area: How do we develop a comprehensive communication strategy for the parish and community?				
Goal: To promote liturgical seasons and increased awareness of St. Francis de Sales in the community						
Major Solution (Strategic Action):	Make yard signs, that reflect the liturgical season, available to parishioners					
Implementation Steps	P.I.C	Cost	Begin	End	On-Going	Comments
Identify vendors of yard signage						Similar construction as political signs. Determine if signs can be reused with changes to information
Request bids for signs including quantity price break						
Present bids to pastor and Finance Council						
Purchase signs if approved						
Identify person(s) who could distribute signs after Masses						
Distribute signs						Distribution around major seasons such as Advent, Christmas, Easter, Lent,



## P.E.T. Communication Committee

Team: Communication	Priority: 9	Challenge Area: How do we develop a comprehensive communication strategy for the parish and community?				
Goal: To establish a Town Hall meeting format to inform parishioners of on-going challenges and parish initiatives						
Major Solution (Strategic Action):	Establish a schedule for Town Hall meetings					
Implementation Steps	P.I.C	Cost	Begin	End	On-Going	Comments
Determine show would be the best person(s) to conduct sessions						Possibly the pastor or the Parish Pastoral Council
Determine a schedule for meetings and designate a location for the meetings						Could be held annually in the fall. Could be held in conjunction with Ministry leaders workshop. Determine if multiple or single meetings will be held for each session
Establish meeting forum and guidelines to provide for an orderly and civil meeting format						Establish format for questions and possibly provide written summary of meeting
Advertise by flyers, posters, social media, website and parish bulletin						