

# Parish Communications Training

## Basic Guidelines

*for using available resources*

December 2019

# St Agenda

- **Overview**
- **Communications Committee**
- **Bulletin, Newsletter and Web Page Guidelines**
- **Ministry Emails**
- **Survey Policy**
- **Publicizing Volunteer Activities**
- **The new Brand guidelines and the resources available**
- **Q&A**
- **Job Aids**
- **Contacts**

# ST Overview

This training covers:

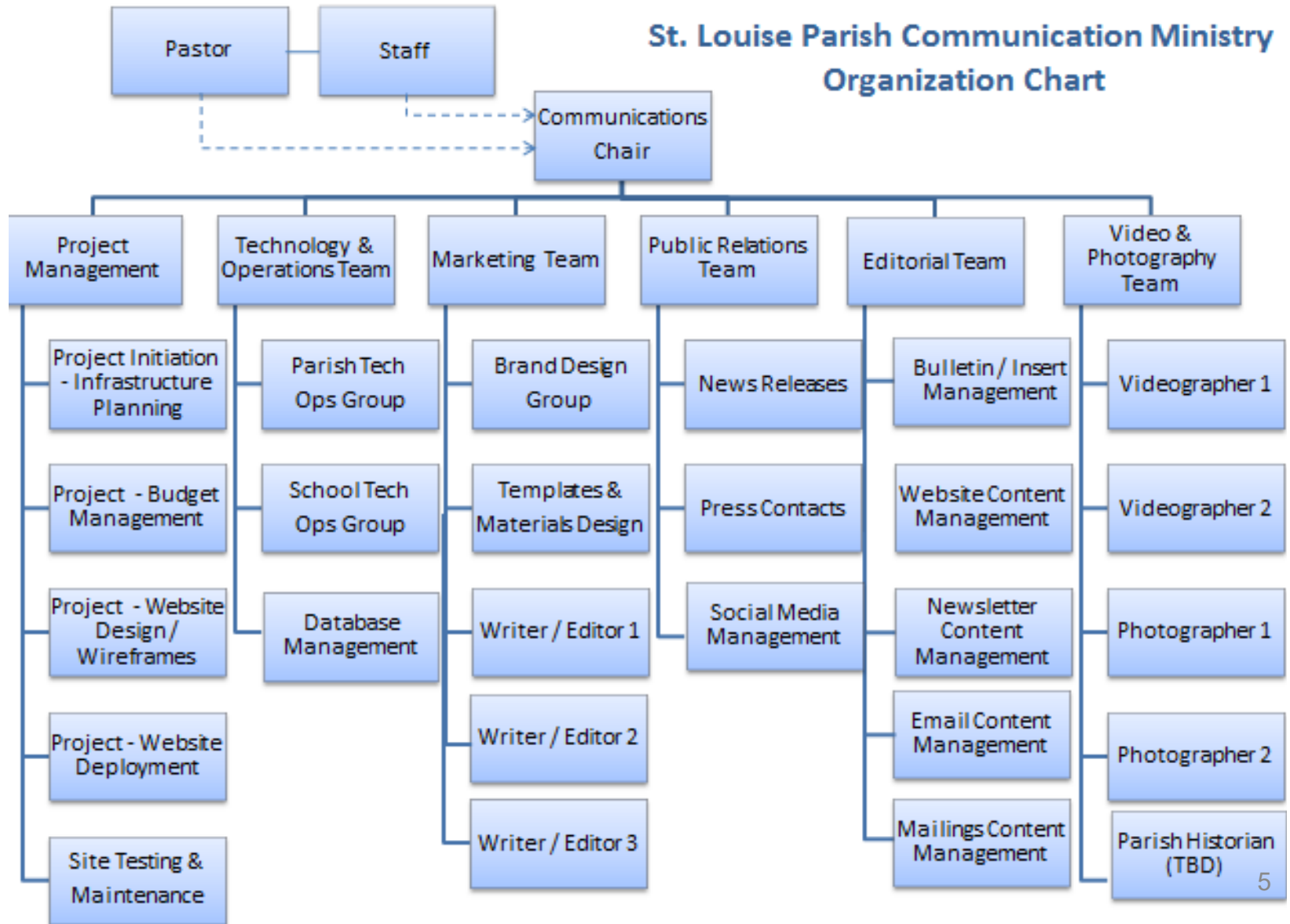
- Communications resources available for sharing your ministry information
- Explanation of changes made
- How to use resources available to you
- Contacts & Deadlines
- Resources

# St Communication Committee

Provides support for the following:

- Websites (*2 versions*)
- Bulletin & Insert
- Special Events Inserts
- Newsletter
- Constant Contact Emails
- New Branding
- New Stationery / Business Cards
- Ministry Email Addresses
- Survey Capabilities
- Homilies posted to the web page
- Editing major publications
- Publication calendar
- Content development
- Developing the communication plan
- Content policy for consistent communications platform & messaging
- Communications policies & procedures
- Database clean up
- Interfacing with service providers
- Committee organization / job descriptions
- Operations plan

# St. Functional View



# Communications Vehicles

The following communication vehicles are available for you to reach the 'right' people

#	Communication / Activity	Audience	Objective / Value	# Users Impacted	Tactics	Frequency	Deliverer	Content	Content Developer
1	Bulletin	All Parishioners	Provides snapshot of upcoming activities; focused on parish life, prayer; builds awareness on parish offerings. Bulletins published in English and Spanish.	3400 Families	Highlight key programs, persons, activities, areas for service, spiritual content and schedules.	Weekly	Catholic Printery	Parish news / events / scripture	Anyone
2	Bulletin Inserts / Flyers	All Parishioners	Provides details about some activity, issue of event. Inserts published in English and Spanish.	3400 Families	Highlight key programs, persons, activities, areas for service, spiritual content and schedules.	As needed / weekly	Catholic Printery or SLC Staff	Parish news / events / scripture	Anyone
3	Newsletter (Electronic monthly)	All Parishioners	Provides high-level information to the entire parish; content changes each issue; builds awareness.	@ 1600 Families	Highlights selected programs, persons, activities, areas for service, and spiritual content / liturgy schedules.	Monthly electronic newsletter	Constant Contact / Mail	Profile, article, bio, pics, definitions, updates	Editor
4	Web Pages	All Parishioners	Provides details about what each ministries does and how to become involved.	3400 Families; + external audiences	Highlight key programs, persons, activities, areas for service, spiritual content and schedules.	Always on	Webmaster / Contributors	Profile, article, bio, pics, definitions, updates - adding video	Webmaster
5	Bulletin Boards	All Parishioners	Visual highlights on some event or special feast in Church Narthex	3400 Families	Highlight key programs, persons, activities, areas for service, and spiritual content.	Always on	Staff	Of interest events / news, etc.	Staff / Contributors
6	Financial Stewardship Communication	Registered Parishioners	Provide annual update on how financial resources are received and dispensed. More can be made of this vehicle.	@ 1600 Families	Highlight financial wellbeing	Annual	PA	Status of planned giving	PA
7	Special mailings for Annual Appeal and Quarterly Giving Statement	Registered Parishioners	Provides timely information about pledge and current status	@ 1600 Families	Personal information regarding stewardship of treasure	Quarterly	PA	Request for Archdiocese main fund raiser	PA
8	Other Communications	Anyone	Ministry or Commission program info, meeting notes, agenda, etc.	Volunteer community	Provides pertinent information for the program, meetings, etc.	As needed	Leaders / Volunteers	Varies by group	Leaders / Volunteers
9	Leadership Meetings	Members involved in leadership	Set expectations and accountability related to project involvement throughout life cycle of project	150 +	Special topics of interest or in need of change.	In Person	Staff / Pastoral Council	PPT. / Handouts for discussion and planning	Staff / Pastoral Council

# † Key Contacts & Tips - 1

Vehicle *	Contact Person	Deadlines	Tips
Bulletin / Bulletin Inserts	Lynette Basta <a href="mailto:bulletin@stlouisie.org">bulletin@stlouisie.org</a>	Articles due Mondays prior to the published weekend. Inserts due 2 weeks prior to published weekend.	English & Spanish
Flyers	Lynette Basta <a href="mailto:bulletin@stlouisie.org">bulletin@stlouisie.org</a>	Flyers due 2 weeks prior to published weekend.	
Newsletter	Rich Barth <a href="mailto:richb@blackfishgroup.net">richb@blackfishgroup.net</a>	Last Friday of the month	Best content – Current news, events, results and requests
Web Page	Jonathan Taasan <a href="mailto:jonathan@stlouisie.org">jonathan@stlouisie.org</a>		

\* See slides for details

# † Key Contacts & Tips - 2

Vehicle *	Contact Person
Ministry Brochures	Geri Hanley <a href="mailto:geri@stlouis.org">geri@stlouis.org</a>
Bulletin Boards	Jonathan Taasan <a href="mailto:jonathan@stlouis.org">jonathan@stlouis.org</a>
Surveys	Jonathan Taasan <a href="mailto:jonathan@stlouis.org">jonathan@stlouis.org</a>
TV Monitor (Main Vestibule of the Church)	Fabiola Ward <a href="mailto:fabiola@stlouis.org">fabiola@stlouis.org</a>
Other	Jonathan Taasan <a href="mailto:jonathan@stlouis.org">jonathan@stlouis.org</a>

\* See slides for details



# St Details – Bulletin Articles

- **Contact:**
  - Lynette Basta
- **Bulletin Articles**
  - **Deadline:** due Friday 5PM prior to the published weekend
  - **Publication Dates:** weekly
  - **Article format:** Word or in-body of email. **NO PDF**
  - **Article length:** 100 words.
  - **Photo format:** JPEG, Tiff, PNG. **NO PDF**
    - Please use high resolution images
  - **Spanish Bulletin articles:**
    - If no translation is required Articles are due Monday 5PM prior to the published weekend
    - If translation into Spanish language is required the articles are due 2 weeks prior to submission
- **Bulletin Submission Guidelines:** <http://goo.gl/azE6rf>

# St Details – Bulletin Inserts

- **Contact:**
  - **Lynette Basta**
- **Bulletin inserts**
  - **Depending on space and the type of event the bulletin insert may be replaced with an article in the body of the bulletin.**
  - **Deadline:** 2 weeks prior to the published weekend.
  - **Format: Word document. NO PDF**
- **Bulletin Submission Guidelines** (see bottom of page 2): <http://goo.gl/azE6rf>

# ✝ Submission Guidelines - ENewsletter

- **Contact:**
  - Rich Barth, [enewsletter@stlouis.org](mailto:enewsletter@stlouis.org)
- **Deadline:** Last Friday of the month prior to publication date
- **Publication Dates:** First Monday-Wednesday of the month
- **Article Length:** 200-300 words (*try for three to four articles per issue*)
- **Photo format:** JPEG
- **Article Suggestions:**
  - Preference is for current topics or articles about things happening in the future. However please share results if your group/organization has had a successful clothing drive / event that the Parish would enjoy hearing about.
  - The E-Newsletter can provide more depth than the Bulletin, explaining more about the backgrounds or history of different ministries or celebrations (liturgical or otherwise).
  - Photos are GREAT! Probably the best vehicle, other than the website, for sharing beautiful, colorful photos that portray the vibrance and diversity of our Parish!
  - The editor reserves the right to publish an article or not based on its appropriateness, timeliness, and the number of articles submitted for that particular issue.
  - Ideas for an article may be submitted even if no copy exists. The editor is happy to write an article or to find a writer to help with an article.

# St Details – Web Pages

- **Contact:**
  - Jonathan Tassan (JT), [jonathan@stlouis.org](mailto:jonathan@stlouis.org)
- **Deadline: N/A**
- **Publication Dates:** Webpage update will occur within 5 business days of receipt of web content updates, photos and video
- **Article Length:** No length restrictions, but content providers should be cautious that lengthy articles will likely not be read by web page viewers. Recommend being brief and to the point!
- **Photo Format: JPEG**
- **Video Format: Contact JT for acceptable format**
- **Webpage Suggestions:**
  - Need to identify the contact name of the chairperson and their email and or phone number. Need to describe the purpose of the ministry or committee, frequency of meetings, and a brief description of the volunteer activities, how they can expect to serve, and whether training is needed and provided. For councils and committees, the length of time that the person can expect to serve and whether there are term limits. If the ministry or committee serves children or vulnerable populations, any requirements such as background checks and Safe Environment training should be identified.

# ST Web Page Guidelines

- Communications best practices
  - Webpage content must be current, accurate, complete, and updated regularly
  - Parish email address must be actively monitored
- Expectations for updating web content
  - The council, committee, or ministry is responsible for proactively managing their specific webpage
  - Submit content updates and media electronically via email to:
    - Jonathan Taasan, [jonathan@stlouis.org](mailto:jonathan@stlouis.org) or
    - Michael Johnson, [michael@stlouis.org](mailto:michael@stlouis.org)
- Cleaning up content
  - Monitoring and reporting content changes
  - Monitoring links to ensure still working
  - Archiving data

# ✝ Ministry Emails - 1

**Purpose:** The Parish Communications Committee has created a primary email account for each ministry at the Parish. These email accounts address a problem of recognition for group leaders and recognition for members' activities that require a stable account for response emails.

- A parish email for each ministry was created (ex. Companions on the Journey). That email will end in [@stlouis.org](mailto:@stlouis.org) and can be accessed through any web browser or set up on any email client as an IMAP account. The address will be monitored by the chairperson's (or designee) for that ministry. Procedures for accessing this account will be provided.
- **It is an inbound and outbound email.** The purpose is to use a stable way for parishioners to communicate directly to various ministries.
- This email should be published on your parish ministry's web page or in reports and documents your ministry regularly creates.
- The chairperson's response should be sent from this email account. This should help with people opening emails where they do not recognize the sender's email or automatically discarding emails that end up in junk folders.
- *See last pages for list of emails and directions for setting up our account*

# ✝ Ministry Emails - 2

- If the chairperson changes or is on vacation, arrangements can be made through JT to change the routing of the ministry's email account to another point person. A timeframe (start and end date) will need to be provided.
- Bulk forwarding will not be provided by the parish, although assistance is available upon request to help you set it up on mobile devices.
- Some considerations for who should be selected to receive emails sent through the parish email system:
  - In most cases, the chairperson should be the main contact point.
  - If the chairperson does not want to be the main contact point, any other member of the committee who fits the criteria listed below can be designated:
    - Has an active email account
    - Checks their email frequently
    - Is comfortable using webmail
    - Is willing to respond in a timely manner to incoming emails
    - Is willing to set up forwarding to someone else, if they will not be available for several days, are on vacation and decide to no longer function in this role.
      - Please allow one week to change email routing – send request to JT with new contact name and email address
- If additional emails are needed for your ministry, please contact JT to make a request.
- Please direct any questions about this account or service issues to JT.

# † Survey Policy - 1

## Policy overview

- The Survey Policy is that all surveys must be pre-approved by the Parish Administrator (PA).
- The number of surveys is limited during any year.
  - PA reserves the right to combine requests to accommodate the needs of multiple groups with the goal of not 'over surveying'
- The PA reserves the right to adjust survey dates based the priority of exiting calendared requests and parish activities.
  - Black out timeframes may be established around holiday or other peak parish activity periods.
- There are two options for running surveys:
  - A. Online or B. Paper
- Only approved surveying tools will be allowed (i.e. Constant Contact is the current preferred online survey method).
- If you choose to run a paper survey; the tabulated results must be sent electronically to the PA.



# † Survey Policy - 2

## Policy overview – cont.

- The Parish Administrator (*or delegate*) will run the online survey and provide the data results to your group electronically.
- Only parish email lists may be used. However, alternate email addresses for registered parishioners may be allowed (include this information when submitting your request).
- Report problems or changes to the Parish Administrator

## Include in your written request:

1. Group requesting the survey
2. Purpose
3. Requested dates
4. Audience(s) to be surveyed
5. Preferred survey method (paper or online)
6. Survey questions
  - The PA will provide feedback or approval on your request in a timely fashion.

# ✚ Publicizing Volunteer Activities

- Options for advertising for volunteers  
(*web, newsletter, bulletin, etc.*)
- Needs for Ministry Brochure?
- Volunteers Communications needs:
  - Writers
  - Editors
  - Photographers
  - Video
  - Graphic Artists
  - Web skills
  - Project Managers
  - Marketing specialties
  - Technical support
  - Data analysts / administrators

# STL Brand

- Selected slides are from the Parish Brand Training
- Contact Rich Barth for questions - [richb@blackfishgroup.net](mailto:richb@blackfishgroup.net)

# SL Brand Guidelines and Resources

- Definition and specifications
- Directions on how to use brand files
- Location of brand files
- Technical training resource and who should attend

# ✚ What Is A Brand?

- A brand captures the aspirational idea of our community
  - Who we are
  - What we do
  - What we stand for
- A visual identity reflects the brand
  - Logos and lockups
  - Colors and fonts
  - Imagery and design elements
- Consistency is critical













# † Logos and Lockups

- A logo: a graphic mark or symbol for a brand to promote quick recognition
  - St. Louise Parish logo redesign launch 2014
  - “S” and “L” superimposed on a cross
  - There is only one logo
- A lockup: the specific graphic arrangement of a logo and key elements such as name
  - St. Louise lockup combines the logo with the words “St. Louise Parish”
  - Additional lockups add the names of key ministries, ex., “St. Louise Parish School”
  - There are several lockups for different purposes

# ST Logos and Lockups (cont.)

- Use only the official logo and lockups
- The logo and lockups come in 4 color combinations and 3 sizes
  - 2-color, gray scale, black, and white
  - Banner (email signature), web (header), and print
  - “Size” is based on height of logo: print logo is the same height as the logo part of the print lockup
  - Use color and size appropriate to your design
- Logos and lockups have mandatory “clear space” on all sides (1/4 the width of the cross)

# SL Logos (All)

Size	2-Color	Gray Scale	Black	White
Print (5/8" tall – all printed media)				
Banner (50 px tall – email signature)				
Web (72 px tall – web page headers)				



# St Tips and Tricks

- Use “St. Louise Parish” – with “Saint” abbreviated and a period.
- Don’t change or modify the official logo or lockups. Keep design elements out of the clear space.
- Most designs should use one of the standard size logos or lockups
- Talk with the Communications Committee if you want to use a different color or size or if you need a lockup for a new ministry

# ST Job Aids

## 1. 'How To' for updating web content

- Submit content updates on regular basis
  - Routine updates
  - Special events updates
  - When point of contact changes
- Michael Johnson, [michael@stlouis.org](mailto:michael@stlouis.org) or Jonathan Taasan, [jonathan@stlouis.org](mailto:jonathan@stlouis.org)
  - Anticipate implementation within 5 business days

## 2. Brand Book

- Lock up for logo files – How To / Where to find

## 3. Policies

## 4. Communications Calendar

## 5. Bulletin Guidelines <http://goo.gl/azE6rf>