October 13, 2021

Dear Parish Clergy, Points of Contact, Parish Administrators,

The long-anticipated Disciple Maker Survey will open on Thursday, October 14, 2021. We are asking for your help in generating a large communication effort to get the most responses possible.

This package contains:

1. General Instructions
2. Diocese wide QR Code
3. Additional Resources
4. Social Media graphics

We are asking you to communicate with direct email to your entire mailing list (Flock notes or newsletters) each week. Use your existing channels on social media and your parish website. A QR Code, which links directly to the survey page, is attached for use on Parish banners, posters and social media.

**Week of October 11, 2021**

- Email Ministry leaders to inform them that the survey will be live on October 14, 2021. Ask them to share with their ministry groups, with the reminder that we need 100% participation.

- Beginning October 14, 2021, populate the front page of your parish website with the survey link: [https://www.catholicleaders.org/oaklanddmi](https://www.catholicleaders.org/oaklanddmi)

- Send a parish wide email on October 14, 2021 to announce the survey link is available and how to access it. The survey questions will be available in the following languages:
• English, Spanish, Haitian Creole, Korean, Portuguese (Brazilian and EU), Polish, French, French (Canadian), Chinese (Simplified and Traditional), Tagalog, Italian, Vietnamese, Burmese, Kirundi, Swahili and Kinyarwanda

• Note: When individual parish users access their parish’s link to take the survey, there will be a language drop down bar. The first page when they click the link will be basic parish info so that they can confirm they have the right parish. Then they can click “Start Survey,” and they’ll choose their language.

• Please make sure the parish website is populated with a banner on the front page and includes the survey link, the MAP video and link to Diocesan info page.

• Send an email to Ministry leaders to inform them and pre-announce what is coming, asking them to encourage their ministry leaders to respond.

**Week of October 18, 2021**

• Posters hung around campus with QR Code (English) (see attached)
• Direct Email to entire parish including FF families with link to survey
• Mass Announcement
• Mass Banner to match the website

**Following weeks:**
• Regular notifications will be on Facebook & Instagram
• Mass Announcements with updates each weekend
• Mass Banner with updates on our progress
• Emails each week with progress updates about parish participation

**Additional suggestions:**

• Have hospitality after mass the first and second Sunday in November, where paper copies can be completed
• Encourage EVERYONE to share with a friend
• Ask all diocesan ministries to share posts about the DMI survey with distribution lists
• Ask all diocesan personnel to add a link to the survey to their email signatures and to mention the survey in their correspondence
• Add link to the survey in the description of livestream Masses
• Add link to the description of the Cathedral daily Mass
• Make paper copies available for people to pick up
• Do a livestream of someone actually going to the website to complete the survey; make sure to include the link in the video description
• Post regular updates on progress – % of goal, surveys completed
• Influencer outreach
Once the survey has closed, there will be a new round of communication ideas and suggestions on addressing survey responses.

**QR CODE FOR DIRECT ACCESS TO SURVEY LANDING PAGE**

![QR Code]

**Additional Resources**

- [https://oakdiocese.org/mission-alignment-process](https://oakdiocese.org/mission-alignment-process) (timeline and FAQ’s)
- [https://resources.catholicleaders.org/dmi-resources-home?password=DMIResources2021](https://resources.catholicleaders.org/dmi-resources-home?password=DMIResources2021) (more info from CLI)
- [https://vimeo.com/616210408](https://vimeo.com/616210408) (MAP video to share w/parishioners)