

St. Thomas Marketing Policy

Using “Truth, Goodness and Beauty” as tools of evangelization through multi-media and collaboration in service to Christ.

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OVERVIEW & PURPOSE

To evangelize our greater community and support St. Thomas Parish, the pastor’s intentions and ministries’ missions as we seek to serve the body of Christ in all that we do through a professional (often web-based) application.

WHAT TO EXPECT

1. Cooperation, charity and communication.
2. A planned and intentional on-boarding process, with St. Thomas’ priest and staff as sole owners of the marketing plans and initiatives presented to the parish.
3. Timelines, professionalism, web-support and always the intention of doing what’s best for the community.

OBJECTIVES

- ❑ To improve awareness of St. Thomas’ parishwide activities and to empower parishioners to find the information they’re seeking.
- ❑ For ministries to feel ownership of their individual communication efforts and to be supported by the parish for macro-level events and announcements.
- ❑ To minimize audio and printed announcements and to take better advantage of the website and free online tools available to the vast majority.

EVENTS THAT WILL BE COMMUNICATED BY ST. THOMAS THE APOSTLE CATHOLIC CHURCH

1. Significant Community Events involving a parishwide invitation (consisting of an invitation to an actual event, not just a financial or volunteer ask)
 - a. eg. Does not include meetings, planning, fundraising.
2. Parishwide invitations to prayer/study (vetted and approved by the parish priest).
 - a. eg. Retreats, Stations of the Cross, Day of Prayer, Bible Studies, Exposition.
3. Liturgical Events.
4. Messages from St. Thomas the Apostle Parish.

MARKETING PROCESS

*We have a number of means used for marketing events, ministry asks, and parishwide communications. St. Thomas will determine which mode of communication is used depending on the request. eg. If a pulpit announcement is made, the same information will not be featured in the bulletin/printed form or online (unless produced by individual ministries on their own pages). *See project request form for more details.*

Communications available:

1. Ambo Announcements
2. Bulletin Announcements
3. Bulletin Inserts
4. Social Media Posts
5. eNewsletters
6. Bulletin boards/Sign posting
7. Other (photography, videography, web-support, special requests etc.)

TIMELINE

St. Thomas staff have an intentional monthly timeline listing how and when information is shared with the parish. Please bring your requests to our attention as early as possible so they can be incorporated into our planned communications.

eg. I have an event coming up in over a month and would like to request an insert for this event as it is an invitation inclusive of the entire parish.

1. Collect all necessary details and information regarding the event, include photos and desired points of contact and email a Project Request Form to communications@stthomascda.org as quickly as possible.
2. Expect a two week processing where the St. Thomas team will determine how and where your information will be shared.
3. Dates and timelines and what to expect will be communicated back to the requester and executed as determined by St. Thomas staff.
4. Please **DO NOT** take it upon yourself to share materials/market your event/post signs without first getting permission and approval from a member of the St. Thomas Office staff. As the responsible party for anything shared as a St. Thomas entity i.e. “St. Thomas presents” or on St. Thomas’ campus, we require that all flyers, signs, or messaging come through the office first so that we can ensure that St. Thomas is kept safe and adherent to diocesan and parish policies. Thank you!

St. Thomas Marketing Project Request:

Please fill out all answers to the best of your knowledge so that all important details can be communicated to the parish!

- I have received permission to have this event (inclusive of all details listed below) from the St. Thomas Parish Office. Staff Member:_____**
- I acknowledge that St. Thomas' parish priest and staff are the sole owners of the marketing plans and initiatives presented to St. Thomas Parish.**

Date requested:_____ Name: _____

Ministry:_____

Event Title:_____ Date of Event:_____

Location of Event:_____

Description:_____

Point of Contact for RSVP's, Registrations, Questions or Concerns:

Name:_____ Phone #:_____ Email:_____

PREFERRED MODE OF COMMUNICATION (Please mark 1-3 options to show your preferred form(s) of marketing. St. Thomas does not guarantee that we can meet all requests but we will always do our best to work with you and determine helpful alternatives when necessary)

- Ambo Announcements
- Bulletin Announcements
- Bulletin Inserts
- Social Media Posts
- Eblast Newsletters
- Other (photography, videography, web-support, special requests etc.)_____

Thank you for your request! We will get back to you. Any photos/logos you're hoping to feature can be emailed to communications@stthomasda.org. God bless you!