

PROMOTING YOUR ACTIVITIES AT ST. LAURENCE

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COMMUNICATIONS COORDINATOR: Ron Martinez 281-980-9812 rmartinez@stlaurence.org

Parish Website

- Parish ministries/groups are responsible for keeping their own web page fresh and up-to-date
- This is the first and most important place to put news; all other media points to website for info
- Contact Ron Martinez for assistance in managing your web page

Sunday Bulletin

- Submit items for the bulletin to Ron & Sharon 12 days in advance of Sunday you want it to appear
- Bulletin covers are reserved through Sharon and/or Ron at least 2 months in advance
- Full page flyers or long articles are reserved through Sharon and/or Ron at least a month in advance

Flocknote

- Parish Flocknote account allows each ministry to connect to members with unlimited emails/texts
- Contact Sharon and/or Ron to set up a Flocknote group for your ministry
- A parishwide eblast is sent each Wednesday to over 7,700 people
- Submit requests to Sharon 2-3 days in advance to be included in eblast

Social Media

- Send requests and photos to Ron to post on parish Facebook, Twitter and Instagram

Ministry Highlight

- One ministry highlighted each week in Sunday bulletin, eblast and announcement at Mass
- Ministry representatives distribute info and answer questions at Hospitality Desk after each Mass
- To get on schedule, contact Lou Braun at lbraun1@comcast.net

Tables on Plaza

- Open to parish ministries and Catholic schools/organizations
- Limited to 2 groups on plaza per Sunday; not available during Advent and Lent
- Reserve with FUR through Nia Sepe (nsepe@stlaurence.org) at least 1-2 months in advance

Mass Announcements

- Brief announcement of most essential news offered at the end of Mass
- Very limited in number; guaranteed announcement if you have a table on plaza after Mass
- Submit requests to Sharon one week in advance

Banners and Digital Displays

- Digital displays around campus are updated weekly; contact Ron to promote your activity on screen
- Retractable banners for narthex and AMC must be approved by Sharon; no posters on easels
- Contact Ron for specs and printer recommendations to create the banner

Flyers for Hospitality Desk

- 8½x11 and tri-folds
- Space usually available; advise Sharon that you'll be placing materials there

Lay Witness Talks

- Lay speakers share their testimony and invite parishioners to join them in their ministry
- Brief (less than 3 minute) testimonials toward the end of Mass
- Contact Sharon to request this; the calendar (for the full upcoming year) is approved in November

We're here to help you promote your activities! But remember, the most *effective* way to get the word out about your ministry is **PERSONAL INVITATION**.