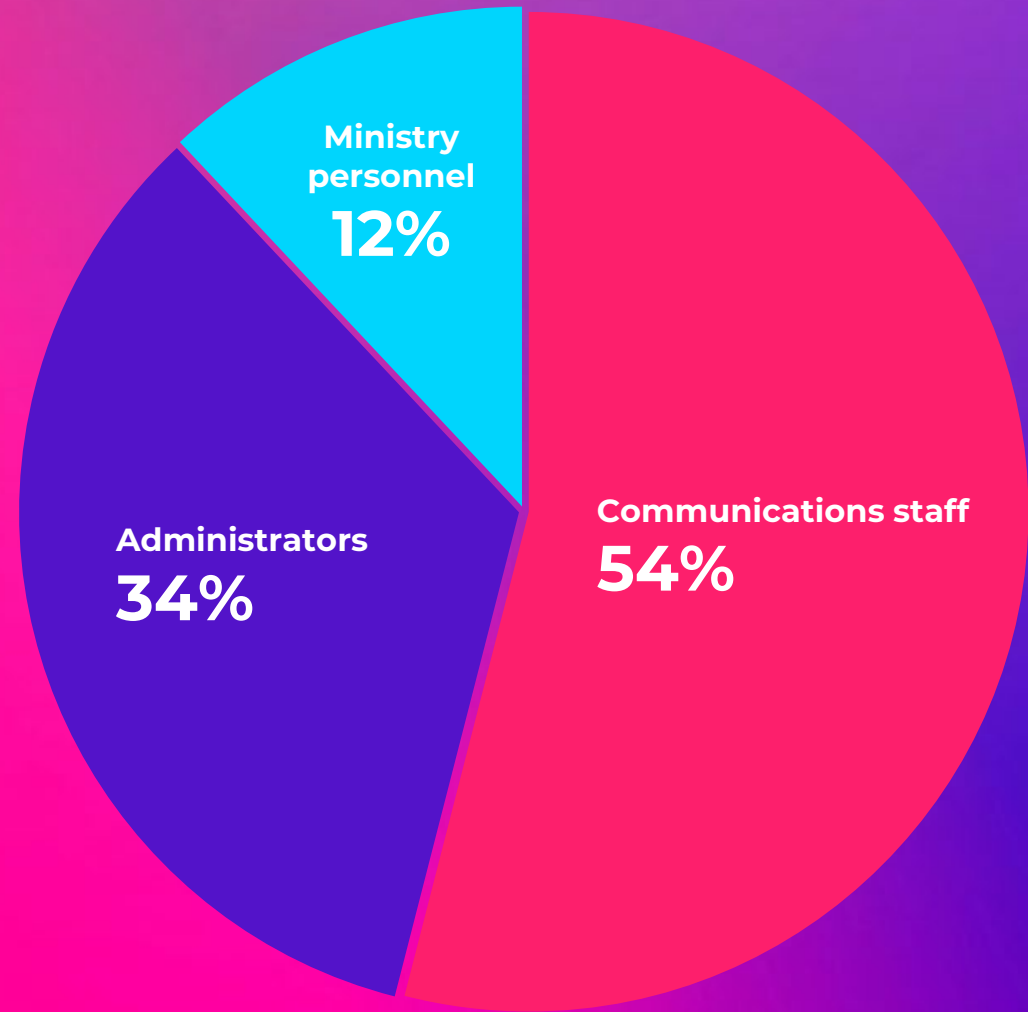


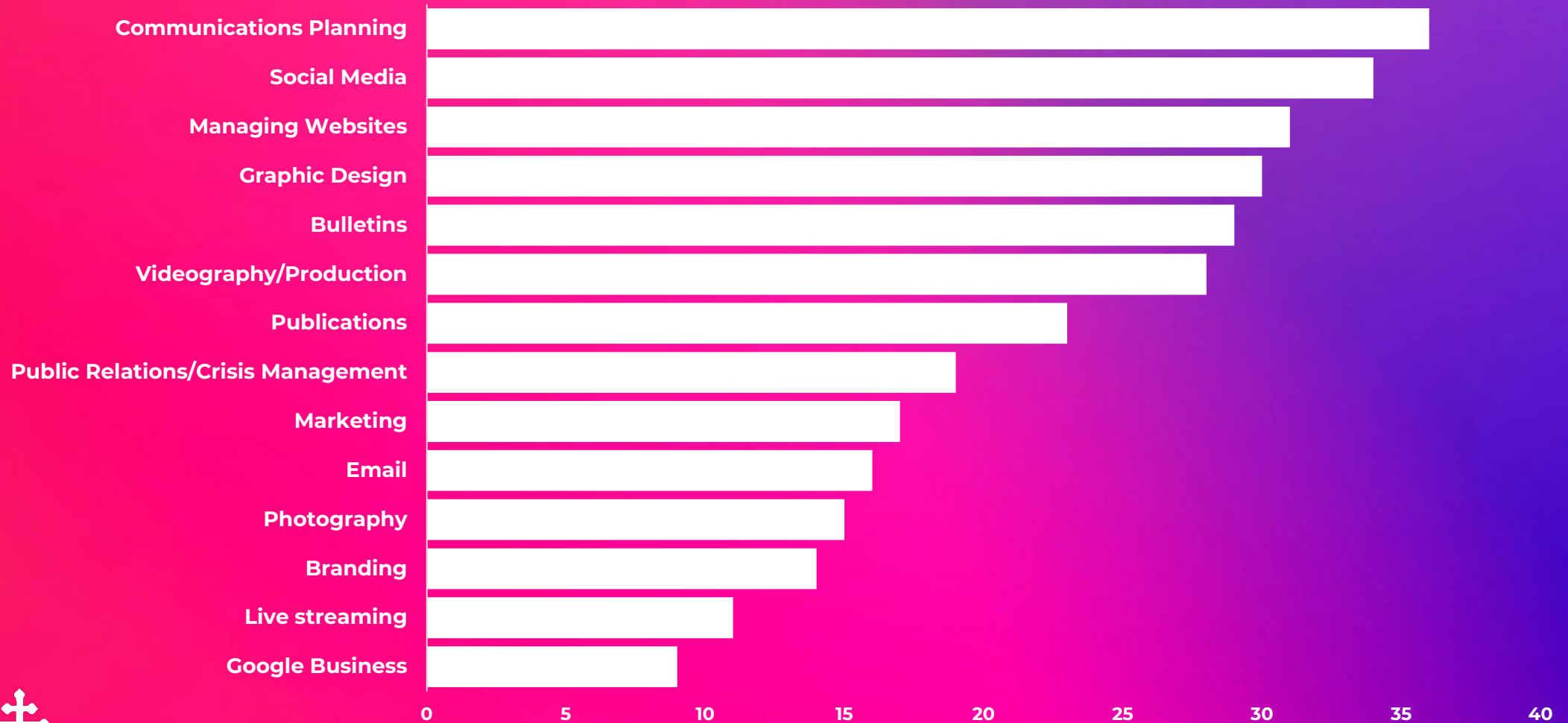
This April, a survey was distributed to Archdiocesan parish communicators via email and the Communique.



Who Answered the Survey?



What do they want to know about?



We asked open-ended questions about your pain points and challenges. Four main themes emerged.



Engaging Parishioners

“

Most effective ways to reach parishioners

“

How can we better engage our parishioners with the hopes of getting them more involved

“

How to best communicate all church events information to parishioners

“

Tips that I can use to gain more attention from the parishioners in person and online

“

Discussions about ways to make the messages fresh, exciting, and engaging would be welcomed!

“

How to effectively share information so that the messages reaches the largest number possible.



Using the Right Communications Tools

“

Recognizing the best tools to maximize communications under a tight budget and part-time hours.

“

I would like more ideas on how to afford tools to help our program grow.

“

Knowing we have a need and not having the tools.

“

Recognizing the best tools to maximize communications under a tight budget and part-time hours.



Managing Your Responsibilities

“

Lots to do in few work hours-
- need to plan better to be
more productive in the time I
have

“

Having other
duties that
reduce the time
I can dedicate to
improve
communications

“

Time to effectively
communicate with our
parishioners

“

How do we
keep up?

“

Being a
"one man
show"



Staff Relations

“

Making sure
staff follow
marketing
plan

“

Getting
info
from staff

“

Getting ministries to
use the branding tools
and guidelines

“

Relying on the
schedules of
others to get
input for
content,
events

“

I do not receive enough
information from other
departments