



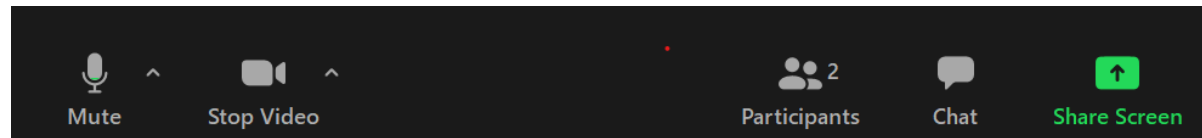
S.E.C.U.R.E.

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**CONTINUING THE MOMENTUM OF S.E.C.U.R.E.**

**WEDNESDAY, AUGUST 19, 2020 AT 1 P.M.**

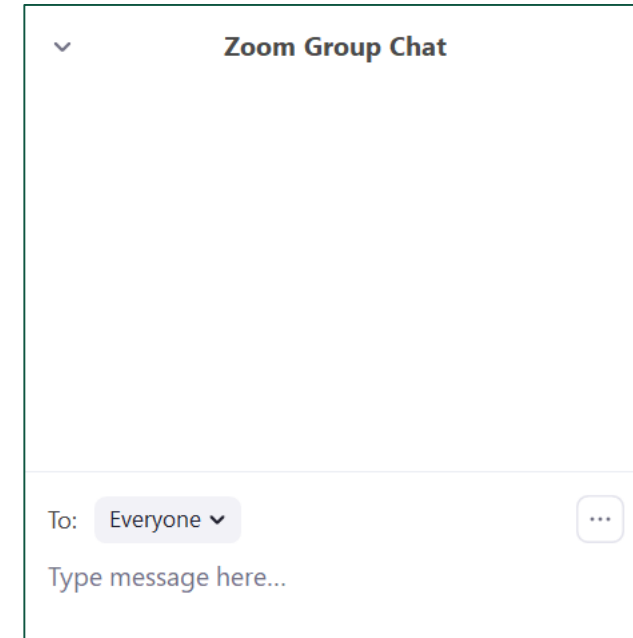
# LOGISTICS



To mute or unmute audio

To turn your video on or off

To view and write chat messages



To view and write chat messages

# PRAYER

Deacon Clarence McDavid

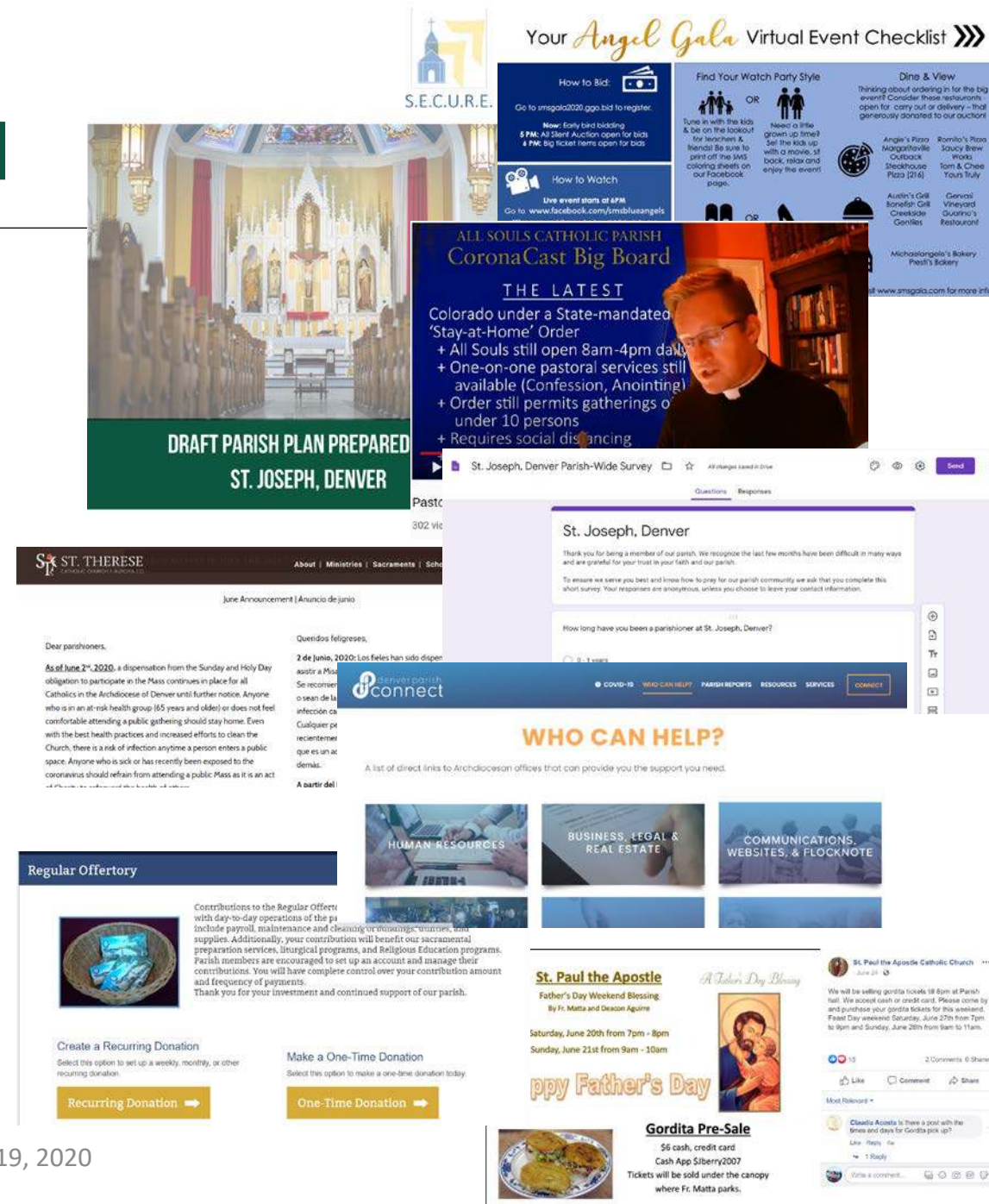
# AGENDA

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- Reflect on S.E.C.U.R.E. Program
- Continue What Has Worked
- Create a Plan
  - Communications
  - September – December
    - Suggested Calendar
- Continued Conversation

# REFLECT ON S.E.C.U.R.E. PROGRAM

- ❑ Parish Plan
- ❑ Impact mentioning offertory during Mass
- ❑ Connections made through phone calls to parishioners
- ❑ New and enhanced ways to connect with your parish
- ❑ Information shared through letters, Flocknote, and bulletin
- ❑ Increased reach and evangelization opportunities with live-streamed Masses and social media presence
- ❑ Relationships built with S.E.C.U.R.E. parish teams



The collage features several key elements:

- S.E.C.U.R.E. Logo:** A logo with a cross and the letters S.E.C.U.R.E.
- Church Interior:** A photograph of a church sanctuary with pews and a high altar.
- Draft Parish Plan:** A sign that reads "DRAFT PARISH PLAN PREPARED ST. JOSEPH, DENVER".
- CoronaCast Big Board:** A digital board titled "ALL SOULS CATHOLIC PARISH CoronaCast Big Board THE LATEST" with news items:
  - Colorado under a State-mandated 'Stay-at-Home' Order
  - All Souls still open 8am-4pm daily
  - One-on-one pastoral services still available (Confession, Anointing)
  - Order still permits gatherings of under 10 persons
  - Requires social distancing
- Facebook Survey:** A screenshot of a Facebook survey titled "St. Joseph, Denver Parish-Wide Survey" with a "Send" button.
- Who Can Help?:** A resource page with a header "WHO CAN HELP?" and a list of direct links to Archdiocesan offices for Human Resources, Business, Legal & Real Estate, and Communications, Websites, & Flocknote.
- Regular Offertory:** A section titled "Regular Offertory" with a description of contributions and a "Create a Recurring Donation" button.
- Gordita Pre-Sale:** An announcement for "Gordita Pre-Sale" with a photo of food and text: "56 cash, credit card Cash App \$!berry2007 Tickets will be sold under the canopy where Fr. Matta parks."
- St. Paul the Apostle:** A post about "St. Paul the Apostle Father's Day Weekend Blessing" with a photo of a child and a "Father's Day Blessing" image.

# CONTINUE WHAT HAS WORKED

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## KEEP PARISH INFORMED ABOUT OFFERTORY WEEKLY

- Pastor to mention offertory during Mass
- Bulletin updates
- Website and social media

## REACH OUT TO PARISH THROUGH PHONE CALLS

- Conduct phone-trees every 4 – 8 weeks
- Intentionally recruit volunteers for this community engagement

RECRUIT VOLUNTEERS

LIVE-STREAM MASSES

ONLINE GIVING OPPORTUNITIES

## MAIL REGULAR UPDATES

- USPS (every 8 weeks) and Flocknote (2 – 3 a week)
- Mass times, Parish events, offertory updates, celebrations

## ENHANCE VIRTUAL COMMUNITY

- Consider *virtual community* a ministry and recruit leaders, including youth
- Create with the intention to last beyond 2020
- Enhance community via intentional engagement including bi-annual surveys

# PLAN YOUR COMMUNICATIONS

## CREATE A CALENDAR

Regularly post content that is on theme and on brand.

## BE VISUAL

Create content with captivating imagery.

**CREATE A "TWO-WAY" STREET**  
Engage your audience and encourage participation.

## SET REALISTIC EXPECTATIONS

**DON'T REINVENT THE WHEEL**  
Use content you already have at your disposal.

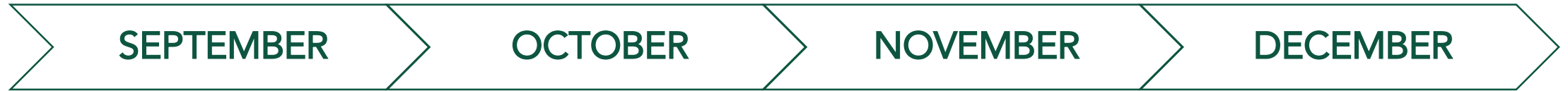
# CONTENT CREATION CALENDAR

- ✓ Post 2 – 3 times a week, in addition to Live Streamed Masses
- ✓ Content can include: *faith-based sources, member-based sources, current-event sources, Parish news sources, Evangelizing moments*
- ✓ Don't overthink your content
- ✓ Create a schedule
  - ✓ Each day of the week can have a theme

DAY	THEME	ADDITIONAL MEDIA
Monday	<b>Ministry Monday</b> – highlight a parish ministry who may be recruiting for volunteers or hosting an event	<ul style="list-style-type: none"> <li>• Photos from recent meeting or event</li> <li>• Link to ministry page on parish website</li> </ul>
Tuesday	<b>Transformation Tuesday</b> – post historical photos from parish building, ministry, etc.	<ul style="list-style-type: none"> <li>• Photos from parish archive</li> </ul>
Wednesday	<b>Wellness Wednesday</b> – resources for growing in faith; request prayer intentions	<ul style="list-style-type: none"> <li>• Link to Parish or Archdiocesan resources</li> </ul>
Thursday	<b>Thankful Thursday</b> – thank parish supporters and leadership; provide offertory update	<ul style="list-style-type: none"> <li>• Photo</li> <li>• Link to give</li> </ul>
Friday	<b>Evangelization</b> – invite parishioners / followers to attend Mass (live stream or in-person) and upcoming events	<ul style="list-style-type: none"> <li>• Mass schedule</li> <li>• Upcoming events</li> </ul>
Saturday	<b>Saturday Service</b> – quote from reading or homily	<ul style="list-style-type: none"> <li>• Links to Live Stream</li> <li>• Link to weekly bulletin</li> </ul>
Sunday	<b>Sunday Service</b> – quote from reading or homily	<ul style="list-style-type: none"> <li>• Links to Live Stream</li> <li>• Link to weekly bulletin</li> </ul>



# PLAN FOR THE NEXT FEW MONTHS



We recommend every plan include:

## WEEKLY

- Mention offertory at every Mass
- Flocknote updates
- Bulletin distributed on website and through Flocknote
- Live-Streamed Masses
- Virtual connection opportunities: State of the Parish Address, Coffee & Reflection with Father, ministries offered online
- Post content on social media two to three times a week

## MONTHLY

- Mention opportunity to make recurring gifts online
- Connect with another S.E.C.U.R.E. parish

## EVERY TWO MONTHS

- Phone calls to every parishioner
- Letter sent via USPS with offertory and other parish updates
- Pulpit announcements regarding family/individual offertory support from parishioners

# SUGGESTED CALENDAR

Plan to repeat monthly.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2 Call 10 – 15 parish families	3 Coffee with Father via Zoom	4 Send Flocknote with Mass times and note about online giving	5 Mention Offertory during Mass
6 Mention Offertory during Mass	7 Send Offertory numbers and update to bulletin team	8 Send Flocknote with reflection on Gospel reading	9 Call 10 – 15 parish families	10 Call fellow S.E.C.U.R.E. parish	11 Send Flocknote with Mass times and update on events	12 Mention Offertory during Mass
13 Mention Offertory during Mass	14 Send Offertory numbers and update to bulletin team	15 Send Flocknote with reflection on Gospel reading	16 Call 10 – 15 parish families	17 Coffee with Father via Zoom	18 Send Flocknote with Mass times and mention recurring gifts	19 Annual Catholic Appeal In-Pew Mention Offertory during Mass (explain difference)
20 Annual Catholic Appeal In-Pew Mention Offertory during Mass (explain difference)	21 Send Offertory numbers and update to bulletin team	22 Send Flocknote with reflection on Gospel reading	23 Call 10 – 15 parish families	24	25 Send Flocknote with Mass times and update on events	26 Mention Offertory during Mass
27 Mention Offertory during Mass	28 Send Offertory numbers and update to bulletin team	29 Send Flocknote with reflection on Gospel reading	30 Call 10 – 15 parish families	Coffee with Father via Zoom		

## MONTHLY INITIATIVES

### Flocknote Updates

Create a schedule for 2 – 3 updates per week. Updates to include parish-wide events, offertory updates, opportunities to make online and recurring gifts.

### Social Media Posts

Create a schedule to incorporate updates from bulletin, sent via Flocknotes, and liturgical calendar to create planned social media posts.

### Mentioning Offertory During Mass

Incorporate into announcements, homily, and Father's speaking notes.

# THANK YOU!

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