**Dear Parish Communications Coordinator,**

Thanks for assisting Catholic Review Media and the archdiocese with the launch of our exciting new communications package including our new magazine and new tools for parish communication.

Enclosed is a script for you, the priest/celebrant or one of your team to walk folks through at Masses this weekend. You can customize the script with your parish’s unique keyword and other information at designated points.

Please contact Maureen Cromer, our program coordinator, with any general questions about Get Connected Weekend; you can reach her at mcromer@catholicreview.org or 443-263-0235. If you have specific questions about Flocknote or myParish app, please see the contact information for these partners on page 10 of the Get Started Guide.

Thanks again, and may God bless this new endeavor in communicating the word.

Chris Gunty

Associate Publisher/Editor

Catholic Review Media

**Note: You need to edit the red text to be specific for your parish. And, of course, please adjust the script so it makes the most sense for your people and context.**

**Get Connected Weekend**
Announcement Script

Good morning/afternoon/evening.
I know we usually tell you to silence and put those cell phones away. But today, I want you to **pull them out**! Go ahead and please get out your mobile phones now. So, why did I ask you to bring your mobile phones today?

Well, we have a lot of amazing things going on here at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *[name of church]*. We are feeding, clothing, helping *[or insert other unique ministries]* and serving those in need in so many ways right here in our local community. And we have so many other ministries and events to help you meet people, share your talents, improve your relationships, answer life’s toughest questions, discern the plan and purpose for your life, and to grow closer to God.

We have a tremendous community here. And we want to make sure it’s as easy as possible for every one of you to be involved and connected to it all.

So, we’ve adopted some new ways of communicating that will make it much simpler for you to get the information you want from us, as well as from the Archbishop!

This is all part of a new communications effort from the Archdiocese of Baltimore and Catholic Review Media to help you get connected to your faith, no matter where you are.

The process we are going to walk through now is powered by a service called *Flocknote*. Because this will help us send “notes” to our “flock.”

Flocknote is free for you to use. Standard data and text message charges from your carrier may apply, but we won’t be sending a lot of texts. Just take a couple minutes to sign up and it lets you receive email or text messages from the groups and ministries that you choose. It even allows you to reply directly back to those messages so we can get feedback and hear from you in an efficient manner.

Your info is kept totally private and, again, it lets you choose precisely which groups and ministries you want to get email and text messages from here at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *[name of church]*.

So you can choose things like \_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_. *[note: list real examples of things at your church people will be interested in.]*

In addition to regular group and ministry communication, we’ll also use this to send you important updates about special events coming up, inclement weather announcements and: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. *[note: list some of the other real things you intend to send to everyone and how often you’ll send them. Ex: “We’re going to send you one text each week about the most important thing going on in our community this week.”]*

**And it’s important for you to know that you can update your communication preferences or unsubscribe from any of these updates at any time!**

[hold up sign if possible — e.g., “Text **\_\_\_\_\_\_\_ [insert your unique KEYWORD]** to 84576”]

So, now that you have your cell phone out, I'd like you to text message **the letters \_\_\_\_\_\_\_\_\_\_\_\_\_\_[insert your unique KEYWORD]** to the SHORT 5-digit phone number 84576. The code is also on the banner that you may have seen as you entered church today. So again, text **the keyword \_\_\_\_\_\_\_\_\_\_\_\_\_\_
to eight — four — five — seven — six.
\_\_\_\_\_\_\_[insert your unique KEYWORD] is code for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_[insert parish name]. \_\_\_\_\_\_\_ [insert your unique KEYWORD]** is all one word, no spaces.And make sure your auto-spelling-corrector on your phone doesn't mistakenly change the text. ☺

Once you send that message, Flocknote will text you back a confirmation message AND another message with a link you’ll need to click to complete the process.

At that point, you will also have the option to download our new myParish app, which will also provide news and information, easy access to parish schedules and ways to set convenient reminders for the next Mass and confession opportunities. The myParish app also has the daily Mass readings and common Catholic prayers.

One more time: **text \_\_\_\_\_\_\_ [insert your unique KEYWORD]** **to 84576.** Then after it texts you back, make sure you click that link and complete the process, choosing what updates you’d like from us, and downloading the app. Please take a minute to do this now. *[Note to announcer: make sure you pause and give them time now to complete the task, background music is a plus.]*

If you can’t complete this on your mobile phone, please go online to: aobmoreconnected.org**/[vanity-url-of-your-network]**. This web address is also on the banner at the church entrance.

I’ll give you one more minute to finish the process on your phone now. *[note to announcer: pause for 1 more minute, background music is a plus.]*

If you’re registered in the parish, you will be receiving a new Catholic Review monthly magazine in the mail this week. If you’re not registered, we hope you will, so we can better keep in touch with you and your family. You can register \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [insert parish method for registration, e.g., online, contact parish office, fill out form in narthex]

The Catholic Review magazine will be mailed to your home four times a year, and will be available for you to pick up at Mass eight months of the year.

We’re on a mission here at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *[name of church]* and we want you to be a part of it. This is a great opportunity for you to Get Connected to the many wonderful things we have going on here. If you're having trouble, please talk to one of our helpers in the blue shirts in the back of church. We’d be happy to help! This is really going to simplify communication and increase engagement here in our community. **Thank you for participating.**

**Tips for the admin/announcer: Things to remember for a successful Get Connected Weekend**

1. Don’t just blindly read the script. Understand it, engage people and allow them to respond, give them time to get out their phones and text in, have fun with it and expect them to participate.
2. Make sure you communicate the value of connecting with your community. What inspiring things are you doing that people want to be a part of? You’re on a mission!
3. Be as clear as possible as to what you’ll be sending to your main (Everyone) list and how often you plan to send it.
4. Make sure to mention they can unsubscribe any time. This is an important way to show you respect their contact info and to remind them that they can control what they receive from you.
5. And remember, your members aren’t signing up for “Flocknote” (that’s just the tool). They are signing up to be a bigger part of the community and mission of your church.