



Get Started Checklist

ENROLLMENT

- STEP 1:** Enroll your parish at www.AOBMoreConnected.org
- STEP 2:** View the introduction video from Archbishop William E. Lori.
- STEP 3:** Assign a Parish Communication Coordinator.
Name: _____
Email: _____
Phone: _____
- STEP 4:** Make sure you receive a confirmation email from CRMedia Program Coordinator, Maureen Cromer.

FORMING YOUR TEAM

- STEP 1:** Assign a Catholic Review Coordinator.
Name: _____
Email: _____
Phone: _____
- STEP 2:** Assign a myParish App Coordinator.
Name: _____
Email: _____
Phone: _____
- STEP 3:** Assign a Flocknote Coordinator.
Name: _____
Email: _____
Phone: _____

TRAINING YOUR TEAM

- STEP 1:** The Parish Communication Coordinator and myParish App Coordinator watch the following myParish App training videos:
 - Overview and Tour
 - Adding Contacts
 - Basic Configuration
 - Building Homilies and Uploading Bulletins
 - Creating Messages
 - Adding Spanish Language Content
 - Creating Events
- STEP 2:** The Parish Communication Coordinator and Flocknote Coordinator watch the following Flocknote training videos:
 - Parish Flocknote Page
 - Members
 - Groups and Ministries
 - Sending "Notes"

PROMOTIONAL PLAN

- STEP 1:** Download your parish's Launch Kit.
- STEP 2:** Six Weeks Prior
 - Submit bulletin article to be published four-weeks before *Get Connected Weekend*.
 - Finalize and customize graphics.
 - Order additional promotional materials
- STEP 3:** Four to Three Weeks Prior
 - Insert "Coming Soon" Mass announcement after each Mass.
 - Post "Coming Soon" message to Facebook and Twitter, include #AOBMoreConnected.
 - Insert "Coming Soon" blurb and graphic in bulletin.
 - Post "Messages" and "Events" to myParish App.
 - Post "Coming Soon" news item to website.
 - Send out "Note" announcing Get Connected Weekend via Flocknote.
- STEP 4:** One Week Prior
 - Insert "Join us next week" Mass announcement after each Mass.
 - Post "Join us next week" message to Facebook and Twitter, hastag #AOBMoreConnected.
 - Insert "Join us next week" blurb and graphic in bulletin.
 - Post "Join us next week" news item to website.
 - Check that your myParish information is accurate.
 - Send out "Note" reminding parishioners about Get Connected Weekend via Flocknote.

GET CONNECTED WEEKEND

- STEP 1:** Gather and train a team of ministers and/or parishioners.
- STEP 2:** Collaborate with Pastor to include the new Communication strategy into his homily.
- STEP 3:** Promotional Materials:
 - Pass out CR Media promo cards to parishioners after Mass.
 - Post "Get Connected" news item to website.
 - Place large promo banners in highly visible areas.
 - Post "Get Connected" message to Facebook and Twitter, hastag #AOBMoreConnected.
 - Insert "Get Connected" Mass announcement after each Mass.
 - Post "Messages" on App to show how it works.
 - Insert "Get Connected" blurb in bulletin.
 - Send out welcome "Note" to parishioners via Flocknote.
- STEP 4:** Develop a strategy to connect with parishioners who missed *Get Connected Weekend*.

Visit www.AOBMoreConnected.org to get started today!

