Catholic Review

Inspire, Connect, Evangelize

Get Started Guide

Archdiocese *of* Baltimore

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Communication Strategy

cr MEDiA
CATHOLIC REVIEW MEDIA

Portals of evangelization
to connect and inspire the Archdiocese of Baltimore

NEW

Catholic Review
Inspiring the Archdiocese of Baltimore

JANUARY 2015

Story of Life

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ENHANCED WEBSITE

Fresh Content Daily
Mobile-Friendly (Coming 2016)

E-NEWSLETTER

cr News — The Catholic Review's Web Source *for*
News | Entertainment | Enlightenment

Local News

Archbishop Lori ordains eight deacons

On May 16, Archbishop William E. Lori ordained eight new deacons for the Archdiocese of Baltimore.

See a photo slideshow featuring the eight men and learn where they will serve.

Continued ... >>>

Archbishop William E. Lori

Now is the time for education tax credits

Subscribe

Mass celebrates lesser-known aspect of Scouting

In addition to knowledge of knots, improvised shelters and Morse code, boys and girls participating in Scouting through the Archdiocese of Baltimore gain something else of value.

More Frequent
More Reach

SOCIAL MEDIA

EMAIL & TEXT TOOL

NEW

flocknote

WEB-BASED EMAIL & TEXT TOOL
Parish and Archdiocesan Communications

DIGITAL EDITION

A POPE FOR OUR TIME

Catholic Review
Inform • Teach • Inspire • Engage

CURRENT: Subscribers Only
ADVENT 2015: Open to All

MOBILE & TABLET TOOL

NEW

myParish

APP FOR SMARTPHONES & TABLETS
Parishioner Engagment and CR News

Visit **www.AoBMoreConnected.org** to get started today!

Enrollment

Welcome to the new
ARCHDIOCESE OF BALTIMORE COMMUNICATION STRATEGY,
a comprehensive communication solution for the new evangelization.
The following steps will help you get started with
these new communications platforms.

STEP 1

To begin enrollment go to **www.AOBMoreConnected.org**.

STEP 2

View the **INTRODUCTION VIDEO** where Archbishop William E. Lori, on behalf of the Archdiocese of Baltimore and CRMedia, introduces a premium parish communications package.

STEP 3

Assign a **PARISH COMMUNICATION COORDINATOR**
(see page 4 for the roles and responsibilities).

> **STEP I:** From the pull–down menu under **PARISH NAME**, select your parish.
>
> **STEP II:** Fill in your **PARISH COMMUNICATION COORDINATOR'S** contact information in the corresponding boxes.
>
> **STEP III:** Fill in your **PASTOR'S** contact information in the corresponding boxes.
>
> **STEP IV:** Select a date for your **GET CONNECTED WEEKEND**.
>
> **STEP V:** Click **SUBMIT**.

STEP 4

After you have completed your enrollment you will receive a confirmation email from the **CRMedia PROGRAM COORDINATOR, MAUREEN CROMER**.

Maureen is the Social Media Specialist at the Catholic Review. She will be your **PRIMARY CONTACT** for your parish's Communication Strategy. If you do not receive a confirmation email from Maureen, contact her at:

Maureen Cromer
MCromer@CatholicReview.org
443-263-0235

CONGRATULATIONS!
Your parish has successfully been enrolled in the new Archdiocese of Baltimore Communication Strategy!

1

cr &

A Comprehensive Communication Solution for the New Evangelization.

Archbishop William E. Lori, on behalf of the Archdiocese of Baltimore and CR Media, introduces a premium parish communication package. Please view the introduction video below.

2

04:32   Archbishop Lori   HD

3 Get Started

Assign a Parish Communication Coordinator

To get started with these great new communication platforms for your parish, please provide the details of the individual at your parish who will be the primary point of contact.

I Parish Name *
Select

II Parish Communication Coordinator's Name *
Mr.
First | Last
Parish Communication Coordinator's Email * | Parish Communication Coordinator's Phone *

III Pastor's Name *
Fr.
First | Last
Pastor's Email *

IV Get Connected Weekend *
Select a weekend for the GET CONNECTED launch at your parish.
Select a Weekend

V Submit

Forming Your Team

YOUR PARISH COMMUNICATIONS TEAM

If parishes are to be portals of evangelization as described in Archbishop Lori's pastoral letter on the new evangelization, then energy and coordination around effective communications is necessary. The CRMedia Communications Strategy is developed to support and assist parishes being portals of evangelization. The slogan of this new strategy is: **AOBMore CONNECTED – POWERED BY CRMedia**.

One of the ways parishes can ensure the success of this communications and evangelization portal is to form a **COMMUNICATIONS TEAM** of staff and parishioners already engaged in communications within the parish. This is an opportunity to intentionally designate parish communications as a key ministry.

With a specific focus on the tools and platforms offered to parishes from Catholic Review Media, the following **ROLES AND RESPONSIBILITIES** are offered.

PARISH COMMUNICATION COORDINATOR

The **PARISH COMMUNICATION COORDINATOR** is essentially the leader of the **PARISH COMMUNICATION TEAM**. He or she is a **PARISHIONER** or **STAFF MEMBER** who is in charge of the following:

- Work directly with the CRMedia Program Coordinator to successfully coordinate the registration, launch, enrollment and ongoing success of the Communication Tools.
- Assists with pulling contact lists and parish data for the Communication Tools.

- Recruit team members to assist in making the Communication Tools successful.
- Organize and facilitate team training.
- Coordinate the set-up phase, promotional phase and *Get Connected Weekend*.

The work of **PARISH COMMUNICATION COORDINATOR** is ongoing to promote, engage and equip parishioners to use CRMedia Communication Tools, including reading the new Catholic Review magazine.

PARISH COMMUNICATION TEAM MEMBERS   OPTIONAL

CATHOLIC REVIEW COORDINATOR

The **CATHOLIC REVIEW COORDINATOR** is in charge of the following:
- Primary liaison with the CRMedia staff for bulk distribution of the monthly magazine.
- Maintenance of mailing lists and number of printed copies to be shipped to parish.
- Assists the Communication Coordinator in maintenance of database(s) and solving issues as they arise.

myPARISH APP COORDINATOR

The **myPARISH APP COORDINATOR** is in charge of the following:
- Primary person responsible for customizing the myParish App.
- Ensures that all parish data within the App is accurate and up-to-date.
- Adds messages, events and push notifications to the App, and assists others authorized to send messages.

- Supports the parish in promotion of App-specific usages during the promotion phase and ordering extra promotional resources.
- Coordinates the ongoing effort to send information through the App to parishioners.

FLOCKNOTE COORDINATOR   AKA CHAMPION

The **FLOCKNOTE COORDINATOR** is in charge of the following:
- Organizes meetings to present Flocknote to the parish and how pastoral leaders can use the platform in various ministry settings.
- Sets up groups and ministries within the parish's Flocknote network and assigns administrators to their respective groups.
- Supports the parish in promotion of Flocknote-specific usages during the promotion phase and ordering extra promotional resources.
- Coordinates the ongoing effort to send information through Flocknote to parishioners.

Visit **www.AoBMoreConnected.org** to get started today!

Training Your Team

Now that your Parish Communication Team has been assembled, it is time to train your team in the new communication platforms.

To begin your team's training today,
visit www.AOBMoreConnected.org/aob-training.

myPARISH APP TRAINING VIDEOS

These training videos are for the **PARISH COMMUNCATION COORDINATOR** and the **myPARISH APP COORDINATOR** who want an in-depth walk-through of every feature of the App.

TRAINING VIDEO PART 1:

OVERVIEW AND TOUR *(1 Video)*

Join us as we touch upon every feature in the App to gain a better understanding of its unique capabilities.

TRAINING VIDEO PART 2:

ADMINISTERING myPARISH APP *(6 Videos)*

Join us as we discuss how to set-up your parish's app. Learn basic configuration, how to add content, events and messages.

VIDEO 1 OF 6: Basic Configuration

VIDEO 2 OF 6: Creating Messages

VIDEO 3 OF 6: Creating Events

VIDEO 4 OF 6: Adding Contacts

VIDEO 5 OF 6: Adding Homilies and Uploading Bulletins

VIDEO 6 OF 6: Adding Spanish Language Content

FLOCKNOTE TRAINING VIDEOS

These training videos are for the **PARISH COMMUNCATION COORDINATOR** and the **FLOCKNOTE COORDINATOR** who want an in-depth walk-through of every feature of Flocknote.

TRAINING VIDEO 1:

PARISH FLOCKNOTE PAGE *(6:12 minutes)*

Learn how you can manage the main Flocknote page for your parish.

TRAINING VIDEO 2:

GROUPS AND MINISTRIES *(5:59 minutes)*

Learn how you can create groups for your parish's ministries.

TRAINING VIDEO 3:

MEMBERS *(6:25 minutes)*

Learn how you can add members and work with your parishioners in Flocknote.

TRAINING VIDEO 4:

SENDING "NOTES" *(7:52 minutes)*

Learn how to create "Notes" to send out information on events, reminders, weekly newsletters, etc.

Along with the training videos, WEBINARS will be available for parish communication teams who wish to learn more about each of the communication platforms.

Visit www.AOBMoreConnected.org to watch a webinar today.

Promotional Plan

It's time to plan for **GET CONNECTED WEEKEND**!

To access promotional resources developed for your parish's implementation plan, visit **www.AOBMoreConnected.org/aob-resources/**.

STEP 1

Download your parish's **LAUNCH KIT**, a whole suite of graphics and announcements to promote **GET CONNECTED WEEKEND**.

STEP 2 ▸ SIX WEEKS PRIOR

ITEM 1: Submit bulletin article to be published four-weeks before *Get Connected Weekend*.

ITEM 2: Finalize and customize graphics.

ITEM 3: Order additional promotional materials at www.AOBMoreConnected.org/aob-resources

STEP 3 ▸ FOUR TO THREE WEEKS PRIOR

MASS ANNOUNCEMENT #1: Include a "Coming Soon" announcement after each Mass.

BULLETIN ANNOUNCEMENT #1: Insert a "Coming Soon" blurb with "Coming Soon" graphic.

WEBSITE GRAPHIC #1: Post a new "Coming Soon" news item on your website.

SOCIAL MEDIA GRAPHIC #1: Post a "Coming Soon" message to Facebook and Twitter. *(#AOBMoreConnected)*

myPARISH APP: Begin posting "Messages" and "Events."

FLOCKNOTE: Send a "Note" to your parishioners announcing *Get Connected Weekend*.

STEP 4 ▸ ONE WEEK PRIOR

MASS ANNOUNCEMENT #2: Include a "Join us next week" announcement after each Mass.

BULLETIN ANNOUNCEMENT #2: Insert a "Join us next week" blurb with "Join us next week" graphic.

WEBSITE GRAPHIC #2: Post a new "Join us next week" news item on your website.

SOCIAL MEDIA GRAPHIC #2: Post a "Join us next week" message to Facebook and Twitter. *(#AOBMoreConnected)*

myPARISH APP: Check that your App information is up-to-date and accurate.

FLOCKNOTE: Send a "Note" to parishioners reminding them about *Get Connected Weekend*.

STEP 5 ▸ GET CONNECTED WEEKEND

Refer to **PAGE 7** for information on how you can prepare for *Get Connected Weekend* and what to do on *Get Connected Weekend*.

STEP 6 ▸ POST ENROLLMENT 3-MONTH PLAN

BULLETIN ANNOUNCEMENTS: Each week insert a new "App Feature-of-the-week" graphic.

WEBSITE: Add a link to download the myParish App and to sign up for Flocknote.

CATHOLIC REVIEW MAGAZINE: Greeters hand out the Catholic Review magazine after each Mass on designated weekends.

LARGE PROMO BANNERS: Keep your large banner in a highly visible area of your Parish.

Visit www.AoBMoreConnected.org to get started today!

Get Connected Weekend

GET CONNECTED WEEKEND will be here before you know it! The following are some final plans to make sure the weekend goes smoothly.

STEP 1

Gather and train a **TEAM OF MINISTERS AND/OR PARISHIONERS** to be on-hand to help parishioners to download the myParish App. Make sure the team is easy to locate with **CUSTOM SHIRTS**. *myParish App and Flocknote coordinators should train their team of ministers and/or parishioners on their communication platform.*

STEP 2

Collaborate with the **PASTOR** to include the new Communication Strategy into his **HOMILY**.

STEP 3

Spread out **PROMOTIONAL MATERIALS**; banners, bulletin announcements, etc., throughout the parish to grab the attention of parishioners before and after Mass.

MASS ANNOUNCEMENT: Let parishioners know about the Archdiocese of Baltimore Communication Strategy and what this means for them.

BULLETIN ANNOUNCEMENT: Insert a "Get Connected" blurb with "Get Connected" graphic.

LARGE PROMO BANNERS: Place your large banner in a highly visible area of your Parish.

STEP 4

SPREAD THE WORD through your parish's website and social media pages about the new communication platforms that were presented to the parish.

WEBSITE GRAPHIC: Post a new "Get Connected" news item on your website.

SOCIAL MEDIA GRAPHIC: Post a "Get Connected" message to Facebook and Twitter. *(#AOBMoreConnected)*

STEP 5

After each Mass **DEMONSTRATE** how the new communication platforms work.

myPARISH APP: Post some "Messages" and "Events" to the App.

FLOCKNOTE: Send out a welcome "Note" to all parishioners.

STEP 6

Make sure there are enough **RESOURCES** available throughout the parish such as printed instructions on how to download and use the myParish App in case parishioners wish to sign up later at home.

CR MEDIA PROMO CARDS: After each Mass, greeters hand out provided promo cards to all parishioners as they leave. Don't forget the youths!

STEP 7

Develop a strategy to **CONNECT WITH PEOPLE** outside of the *Get Connected Weekend Masses*:

A: Plan instructions for parish programs and ministries held during the following week; adult education, catechesis, senior meetings, etc.

B: Contact parishioners who were away during *Get Connected Weekend*.

C: Contact parishioners who attend Mass only occasionally and may have missed *Get Connected Weekend*.

GET CONNECTED *to your faith*
Catholic Review
inspiring the Archdiocese of Baltimore

Visit **www.AoBMoreConnected.org** to get started today!

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
☐ Basic Configuration
☐ Creating Messages
☐ Creating Events
☐ Adding Contacts
☐ Building Homilies and Uploading Bulletins
☐ Adding Spanish Language Content

☐ **STEP 2:** The Parish Communication Coordinator and Flocknote Coordinator watch the following Flocknote training videos:

☐ Parish Flocknote Page
☐ Groups and Ministries
☐ Members
☐ 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.

☐ Insert "Coming Soon" blurb and graphic in bulletin.

☐ Post "Coming Soon" news item to website.

☐ Post "Coming Soon" message to Facebook and Twitter, include #AOBMoreConnected.

☐ Post "Messages" and "Events" to myParish App.

☐ Send out "Note" announcing Get Connected Weekend via Flocknote.

☐ **STEP 4:** One Week Prior

☐ Insert "Join us next week" Mass announcement after each Mass.

☐ Insert "Join us next week" blurb and graphic in bulletin.

☐ Check that your myParish information is accurate.

☐ Post "Join us next week" message to Facebook and Twitter, hastag #AOBMoreConnected.

☐ Post "Join us next week" news item to website.

☐ 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.

☐ Place large promo banners in highly visible areas.

☐ Insert "Get Connected" Mass announcement after each Mass.

☐ Insert "Get Connected" blurb in bulletin.

☐ Post "Get Connected" news item to website.

☐ Post "Get Connected" message to Facebook and Twitter, hastag #AOBMoreConnected.

☐ Post "Messages" on App to show how it works.

☐ Send out welcome "Note" to parishioners via Flocknote.

☐ **STEP 4:** Develop a strategy to connect with parishioners who missed *Get Connected Weekend*.

Glossary of Terms

COMMUNICATION COORDINATOR

Each parish will identify one or more Communication Coordinator(s) responsible for creating and publishing parish content using the Flocknote and myParish App tools. An ideal Communication Coordinator would be a professional staff member who is aware and responsible for the coordination and communication of the activities and events of the parish. The Communication Coordinator should be comfortable using mobile technology and be able to lead the parish to embrace diverse communication platforms. A parish may choose to have multiple Communication Coordinators to ensure content is managed and refreshed. If visiting Flocknote's website the term "coordinator" is replaced with "champion".

FLOCKNOTE

A communication tool that provides your parish with the ability to send out communications via text messages and email that are targeted to the entire parish or select groups. E-Newsletters will offer news updates from the Catholic Review.

GET CONNECTED WEEKEND

The weekend in which parishes invite parishioners to bring cell phones to Church and to "download" the myParish App and the text message participation in the parish communications network, Flocknote. Parishes are encouraged to set aside a week of outreach to also engage those who were not present in Church on the particular weekend. This also refers to going "live" or first use of a CRMedia communications tool/platform such as first issue of the Catholic Review Magazine, first use of myParish App and Flocknote.

MOBILE PLATFORMS

Communication tools and infrastructures that are key elements of the new Archdiocese of Baltimore Communication Strategy. Includes the following digital resources: Catholic Review Magazine digital edition, Catholic Review E-Newsletter, myParish App and Flocknote.

myPARISH APP

A mobile app that gives your parishioners easy-to-access parish information, prayers, news feeds from the Catholic Review, daily Mass readings and more.

PARISH PROMOTIONAL LAUNCH

Refers to the stage (6 weeks, 4 weeks, 1 week prior to launch) where parish initiates active promotion of new communication platforms by informing parishioners of tools available to them, how to use the tools, etc. Tools include communications strategy and related platforms such as the Catholic Review Magazine, myParish App and Flocknote.

ParishSOFT

The primary system of record used to manage parishioner information for the parishes and archdiocese. CRMedia will use ParishSOFT as the primary data source for the various communication platforms (where appropriate). Accurate and complete parishioner data will result in successful parishioner communications. Parishioner data (especially addresses, emails and telephone numbers) should be reviewed and updated on a regular basis by parishioners and parish staff. *Note: ConnectNow is the web-based version of ParishSOFT with real-time data access.*

PHASES OF IMPLEMENTATION

Refers to five designed phases for the implementation of the new Archdiocese of Baltimore Communication Strategy.

Phase 1 – Outreach Phase: Notify parishes and share information with pastors and key staff.

Phase 2 – Engage and Train: Time to enroll parishes and identify the parish communication teams. Provide training and resources to the communication teams so they can begin Phase 3 in the parish.

Phase 3 – Set-Up and Promotion: Inform and enroll individual parishioners including downloading specific tools and/or uploading names to databases for emails.

Phase 4 – Enrollment: Enroll parishioners with platforms and "go live" with various tools following period of beta testing.

Phase 5 – Post Launch: Continue ongoing engagement.

TRAINING

Services offered to parish communication teams to prepare and support the parish's participation in the new platforms. Training includes use of print and digital resources, webinars, how to videos, etc.

Resources

PROMOTIONAL MATERIALS AND HELPFUL LINKS
www.AOBMoreConnected.org/aob-resources

TRAINING VIDEOS
www.AOBMoreConnected.org/aob-training

ELECTRONIC CHECKLIST
www.AOBMoreConnected.org/aob-checklist

For more information on any of the
Archdiocese of Baltimore Communication platforms, please contact:

CRMEDIA PROGRAM COORDINATOR
Maureen Cromer
MCromer@CatholicReview.org
443-263-0235

myPARISH APP
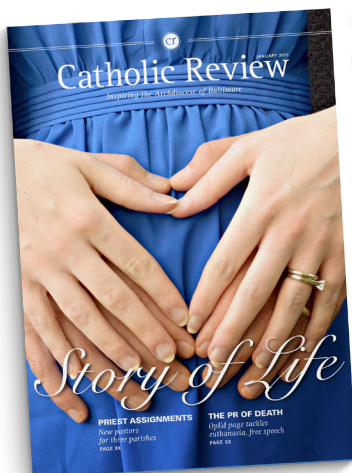www.myParishApp.com/contact
myParishApp@diocesan.com
800-997-8805

FLOCKNOTE
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Inspiring the Archdiocese of Baltimore