

## 5 After Launch

Regularly promote your App to retain users and encourage new downloads for those that missed "Download Sunday" or might be new to the parish. Make sure everyone coming to your parish knows how to download the app and that it offers them great resources and an easy way to connect. Also, remain active and consistent in posting information to the App. App communication should be a reflection of your parish life.

- Mass Announcement: Once a month include a reminder to those who haven't downloaded the App yet, to do so. (People get new phones everyday!)
- Bulletin: Each week insert a new "App Feature-of-the-Week" graphic.
- Large App Banner: Keep your large app banner out in a high visibility area. (optional)
- Promo Cards: Greeters hand out any remaining app download cards. (More cards are available at [www.Diocesan.com/shop](http://www.Diocesan.com/shop))
- Website: Add a "Download Our App" button to your website with some benefits of your parish app. Call Marc Wadaga at 800-994-9817 for a custom download QR code.
- Social: Post photos from your "Download Sunday", and regularly post Messages to Facebook and Twitter from the app. Encourage followers to share your posts. (Use [#catholiclifeeveryday](https://twitter.com/catholiclifeeveryday))
- APP: Post regular "Messages" and "Events" to your App.

APP LAUNCH  
SURVIVAL  
TIP 

### TIP #3

Testimonials! Gather testimonials from parishioners and staff and use them in your ongoing App promotion. Insert testimonials in the bulletin, emails, Facebook, etc...



## SUPPORT

We are here to help every step of the way!

Call Us

**(800) 997-8805**

Email Us

**[myparishapp@diocesan.com](mailto:myparishapp@diocesan.com)**

Download Your Materials

**[kit.myparishapp.com](http://kit.myparishapp.com)**

Order Additional Materials

**[www.Diocesan.com/Shop](http://www.Diocesan.com/Shop)**

We can create many different items  
to help promote your App.

Banners - Posters - Postcards - And more.

# Welcome to Catholic Life Every Day™

— with the Your Parish App —



## App Launch Guide

Download Sunday



How to distribute your parish app marketing pieces and promote your app during the weeks before and after your launch, to increase parishioner participation, and make your App an important communication resource within your Parish.

Made with  by Diocesan

# 1 Download Sunday

The very first step for your Parish is to pick a date to officially launch your new App with your parishioners.

We recommend choosing a Sunday in the near future. We affectionately refer to this as "Download Sunday." Think of this as a special event to bring the entire parish together and build stronger parish life.

Enter Your Launch Date Below

Sunday, \_\_\_\_\_.

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## TIP #1

Make the launch date of your App the focus of the weekend. Be sure to select a launch date that doesn't conflict with other events in the parish or any major holidays.

# 2 App Checklist

Complete this simple checklist to ensure your App is ready to go before your launch date.

- Visit **diocesan.com** and login to your account.
- Verify that all the information on the "Church" page is correct and upload your bulletin. (*Diocesan bulletin customers can skip this step. Their bulletin is uploaded automatically each week.*)
- Update your staff on the "Directory" page.
- Create and schedule your First Message and Event.
- Add a Homily (if applicable).
- Visit **kit.myparishapp.com** from an internet browser to access your downloadable promotional materials for print, email, web and social.

# 3 Prepare for Launch

## 2 Weeks Before Launch

Build anticipation and let everyone know that your App is "**Coming Soon**" on "Download Sunday".

- Mass Announcement: Include a "Coming Soon" announcement after each Mass.
- Bulletin: Insert "Coming Soon" blurb and graphic.
- Website: Post a "Coming Soon" news item on your site.
- Social: Post a "Coming Soon" message to Facebook and Twitter. (Use **#catholiclifeeveryday**)
- APP: Start posting "Messages" and "Events" to your App.
- Email: Send an email to your mailing list announcing "Download Sunday!"

## 1 Week Before Launch

Repeat the same communications as above but change from "Coming Soon" to "**Join Us For App Launch Next Sunday!**" or "**Our Parish Goes Mobile Next Sunday!**" Be creative. Don't be limited by our suggestions!

**APP LAUNCH  
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## TIP #2

Make "Download Sunday" a special event! Have a few people familiar with your App wear the green myparish t-shirts. They can help others download the app or answer questions. Visit the apparel link in your digital kit, **kit.myparishapp.com**, to purchase t-shirts.

# 4 Download Sunday!

Launch day is finally here! Have your green-shirt "App Team" stand in a visible location that offers good cell phone coverage for downloading the app after Mass (food is always a helpful draw). A good goal for this day is for no one to leave church without knowing how to download the app by texting **APP** to phone number **55321**.

- Promo Cards: At each Mass, Greeters hand out the app download cards included in the launch kit to all parishioners as they leave. Don't forget the kids!
- Large App Banner: Put out your large app banner in a highly visible area of the church. (optional)
- Mass Announcement: Encourage parishioners to download the App after Mass in the Parish Hall.
- Bulletin: Use the custom bulletin cover announcing the app and how to download it.
- Website: Post a "Download Our App" news item on your website along with a graphic button that links to [myparishapp.com/appstore](http://myparishapp.com/appstore). Call Marc Wadaga at 800-994-9817 for a custom download QR code.
- Social: Post a "Download Our App" message to Facebook and Twitter with hash tag **#catholiclifeeveryday**. Be sure to include a download link to [myparishapp.com/appstore](http://myparishapp.com/appstore). Call Marc Wadaga at 800-994-9817 for a custom download QR code.
- APP: Post some Messages to your App, so everyone can see how it works.