

DIOCESE OF LANSING

GROW + GO

PARISH EVANGELIZATION
MARKETING PLAN





WELCOME TO GROW+GO

- Thank you for joining in this effort
- How this plan connects to the Bishop's Pastoral Letter:
 - First assembly focused on re-energizing the household of faith
 - Second assembly prepared us to bring the Lost Sheep back to the Church
 - Third assembly will take us out to evangelize in the court of the Gentiles
 - This plan continues this process by:
 - Encouraging you to continue the priorities of the first assembly: intercessory prayer, encounter opportunities, discipleship groups, welcoming environment
 - Assuring that your parish is well prepared with systems to receive inquirers and new members
 - Helping parishioners grow in discipleship and go evangelize
- Our main evangelization theme: God created us for happiness with him!
- This strategy is new and untried. What should we expect?

WHY ARE WE USING MARKETING STRATEGIES TO HELP EVANGELIZE?

2/3

OF PEOPLE IN THE 10 COUNTIES ARE UNAFFILIATED WITH ANY CHURCH

Fewer than 25% of Catholics attend Mass weekly

“Nones” are the fastest-growing belief in America

79% of people who are raised Catholic and leave the faith do so by age 24

91% of those who leave the faith do so by age 29

Millennials are open to learning about religion

Millennials are reachable through digital and social media as well as traditional marketing methods



Demographics that drive our messaging — Here’s who we are targeting:

Young adults age 25-45

“Nones” who claim no religious affiliation

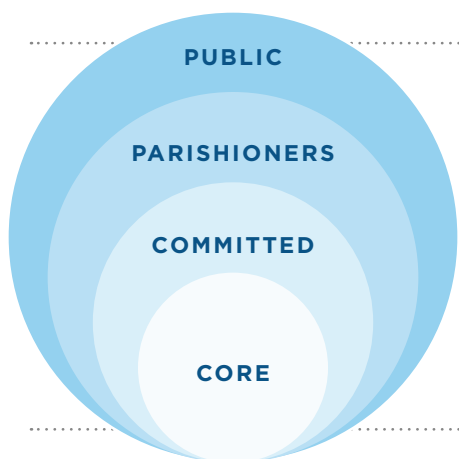
“Lost Sheep” who have left the Church

Catholics of all ages

UNDERSTANDING OUR APPROACH

Six Goals of the marketing plan:

1. Use **traditional, digital and social media** to introduce our parishes to young adults
2. Drive web traffic to **parish pages on the DOL website** for more information on Catholicism, witness stories and how to find a parish
3. **Give people information** about Masses, sacraments, parish life, registration
4. **Collect contact information** from visitors/infrequent Mass attendees so that parishes can stay connected
5. Encourage a deeper faith experience/discipleship among those who regularly attend Mass; **teach evangelization to the faithful**
6. **Enable engaged Catholics** to invite family/friends back to the Church



Four audiences within and outside the Church:

1. Core
2. Committed
3. Parishioner
4. Public

Three themes:

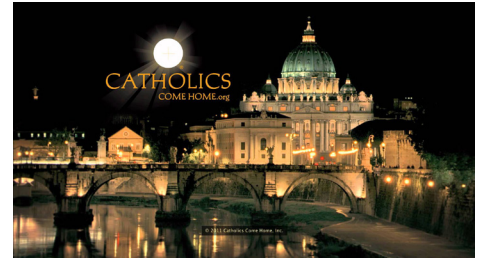
1. **Grow+Go** — messaging for core, committed, parishioners
2. **Jesus is the Way to Happiness** — messaging for parishioners, public
3. **Catholics Come Home** — messaging for parishioners, public

A SHARED FINANCIAL COMMITMENT TO EVANGELIZATION THROUGH MARKETING

Diocese of Lansing and participating parishes will divide the costs evenly.

ELEMENTS OF THE PLAN INCLUDED IN THE COST:

- **Catholics Come Home broadcast campaign (December 2017 launch)**
- **Grow+Go initiative (Nov. 26, 2017 launch)**
 - Grow+Go posters, roller shade banner
 - Grow+Go personal evangelization plan for parishioners
 - Grow+Go Digital Field Guide for implementation help/ideas
 - More resources on a private page at dioceseoflansing.org
- **Digital and social advertising**
 - Custom page for your parish on the DOL website
 - Video content for digital and social advertising
 - Custom Google and Facebook ads for your parish
 - Regular reporting of ad results
- **Connection Sunday materials**
 - Posters
 - Postcards for pews
- **Outreach materials**
 - Door hanger cards for door-to-door canvassing
 - *FAITH* magazine free issue program
 - Reconnect direct mail postcards for current and former parishioners
 - New-resident direct mail brochure (TBD)
- **Professional consultants**
 - Marketing coordinator to serve as your parish account executive
 - Digital strategy consultant to oversee your digital and social advertising

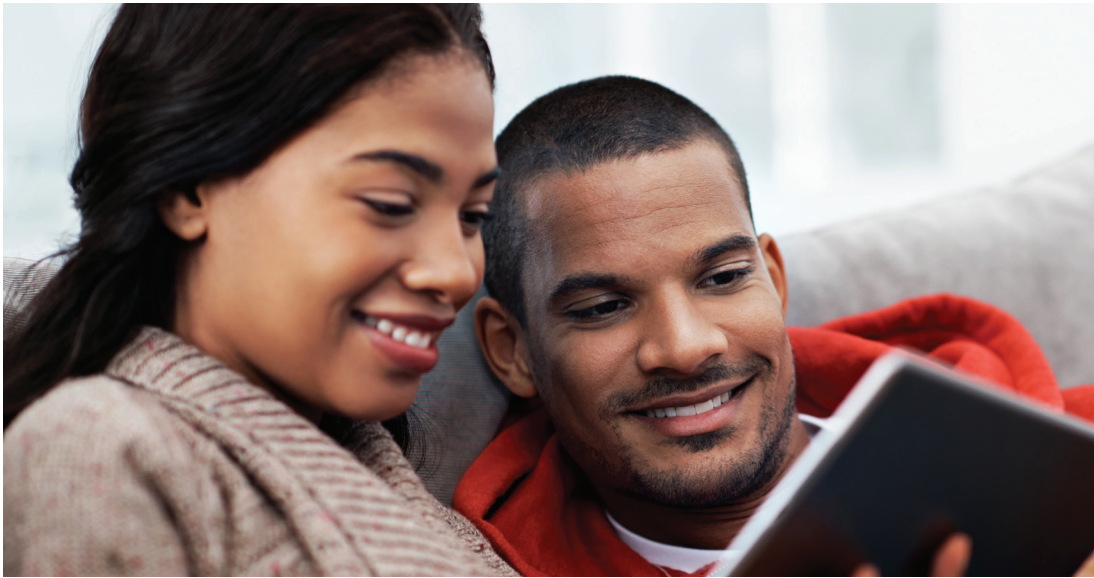


TOTAL CAMPAIGN COST FOR 1 YEAR — \$6 PER HH

Parish and Diocese 50/50 split

Diocese of Lansing	\$3 per household
Queen of the Miraculous Medal Parish	\$3 per household

See separate estimate for details




DIGITAL AND SOCIAL ADVERTISING

OVERVIEW OF DIGITAL AND SOCIAL CAMPAIGN



1. Parish page at dioceseoflansing.org — designed for inquirers (not parishioners) to provide fast information and evangelization content
2. Targeted digital ads for your audience/area
3. Facebook — back end ads (different from promoted posts)
4. Instagram — part of Facebook
5. Google Adwords — drive traffic to your parish page
6. Sample Facebook and Google ads
7. Benchmarks and measurements — what and how we measure effectiveness of ads and report our progress
8. Importance of building your social presence

PARISH WEB PAGE MOCK UP



JACKSON

Queen of the Miraculous Medal




Father Tim MacDonald, Pastor

1111 Carlton Blvd., Jackson, MI 49203
www.queenschurch.com | 517.783.2748

We're made for happiness with God

- What do Catholics believe?
- FAQ about the Catholic faith
- How can I join this parish?



CATHOLIC DIOCESE OF LANSING
Jesus is the Way to Happiness

I WANT TO
CONNECT
WITH THIS
PARISH

**Welcome
to Queens**

Mass Times:
Sat., 5 p.m.
Sun., 7:30 a.m.,
9 a.m., 10:30 a.m.,
12 p.m. and 5 p.m.
Sept.-May

Confession Times:
3:30-4:45 p.m.

VIEW THE BULLETIN

VISIT OUR WEBSITE

Photos from
your parish

Links to *FAITH*
content for
inquirers

Click to send a
contact form to
your parish



Link to your
parish bulletin

Link to your
homepage


CUSTOM FACEBOOK ADS FOR YOUR PARISH

MULTI-IMAGE (CAROUSEL) AD


Your parish
name here

 **Queen of the Miraculous Medal**
Sponsored ·  Like Page




Do you want to be happy? Discover Jesus -- the way to happiness -- at Queen of the Miraculous Medal Catholic Church in Jackson.





Do You Want To Be Happy?
[Learn More](#)




Find Happiness in Your Life


 Like  Comment  Share

 **Queen of the Miraculous Medal**
Sponsored ·  Like Page

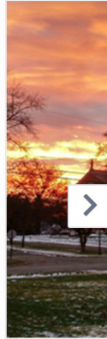
Do you want to be happy? Discover Jesus -- the way to happiness -- at Queen of the Miraculous Medal Catholic Church in Jackson.






[Learn More](#)





Find Happiness in Your Life
[Learn More](#)




Discover Queen of the Miraculous Medal

 Like  Comment  Share




SINGLE IMAGE AD

 **Queen of the Miraculous Medal**
Sponsored ·  Like Page



Did you grow up Catholic? Queen of the Miraculous Medal in Jackson is eager to welcome you back! Join us this Sunday at 10:30 a.m. to learn more.




Join Us at Queen of the Miraculous Medal
You're invited to attend Mass this Sunday at 10:30 a.m.
[HTTPS://QUEENSCHURCH.COM/](https://queenschurch.com/) [Get Directions](#)




 Like  Comment  Share

RICH MEDIA AD

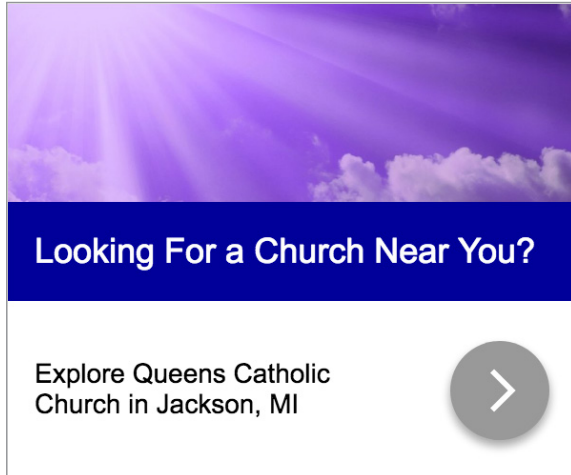
 **Queen of the Miraculous Medal**
Sponsored ·  Like Page

Are you seeking a stronger sense of community in Jackson? Queen of the Miraculous Medal hopes you will join us as we journey together toward happiness.




 Like  Comment  Share

CUSTOM GOOGLE ADS FOR YOUR PARISH



Looking For a Church Near You?

Explore Queens Catholic Church in Jackson, MI



Looking For a New Church? - Queens Catholic Church in Jackson

Ad <http://bit.ly/queens-jackson>
Join us for Mass this Sunday!

Queens Catholic Church - A Vibrant Catholic Community Near You

Ad <http://bit.ly/queens-jackson>
Find a Catholic Church Near You

Find Your New Church Home - Queens Catholic Church in Jackson

Ad <http://bit.ly/queens-jackson>
Join Us For Mass This Sunday!

Find a Catholic Church Near You

Explore Queens Catholic Church in Jackson, MI

[Learn More](#)

The Queens Catholic Church Community Welcomes You!

Join Us For Mass This Sunday

[➤ Learn More](#)

HOW WE'LL MEASURE YOUR FACEBOOK ADS

Similar to the Google Ads summary, your monthly report will include Facebook ad performance information. Those results will look like this*:

	Reach	Impressions	Link Clicks
Ad 1	40,000	60,000	200
Ad 2	47,000	62,000	215
TOTAL	87,000	122,000	415

THE RESULTS INCLUDED IN THIS CHART ARE:

- **Reach:** The total number of unique Facebook users that saw each ad
- **Impressions:** The total number of times each ad was viewed
- **Link Clicks:** The total number of clicks on each ad

In addition to measuring the effectiveness of your Facebook ads, we'll also track which demographics respond best to your ads and adjust our advertising going forward.

Some of those demographic that we'll track include:

- Age
- Gender
- Income
- Location
- Education
- Job

HOW WE'LL MEASURE YOUR GOOGLE ADS

Google Ads will track all of the search and display ads that we deploy, and Google Analytics will measure website traffic volume, habits, and demographics. Each month, you'll receive a summary report of the previous month's ad successes and learnings that will include a table dedicated to Google results. It will look like this*:

GOOGLE ADS					
Date	Clicks	Impressions	CTR (Clickthrough Rate)	Average Position	
9/2017	30	35,000	1.52%	1.8	

GOOGLE ANALYTICS					
Date	Sessions	Users	Pageviews	Pages/Session	% New Sessions
9/2017	120	100	130	1.32	80%

*The numbers included in this table are illustrative of what results will look like in the table, and are not actual ad results.

THE RESULTS DEFINED IN THIS TABLE ARE:

GOOGLE ADWORDS TABLE:

- **Clicks:** Number of times someone clicked through on one of our search ads
- **Impressions:** Number of times our search/display ads were viewed
- **CTR (Clickthrough Rate):** The percentage of times someone clicks on our ad after viewing it, or clicks/impressions
- **Average position:** Where our ads land in a Google search list, on average. This means we are usually the first or second ad result.

GOOGLE ANALYTICS TABLE:

- **Sessions:** Total number of times our website was viewed in the selected period (6/26 - 7/4)
- **Users:** Total number of unique people that viewed the website
- **Page Views:** Total number of pages viewed — adds together homepage visits and all subsequent pages visited
- **Pages/Session:** This means average pages per session — how many pages do users visit when they come to our website
- **Bounce Rate:** How often do people leave our web page after landing on the homepage without visiting subsequent pages
- **% New Sessions:** This segments our website visitors by new visitors vs. returning visitors, and delivers a percentage. Of all of our visitors this week, 86% had not visited the site before.

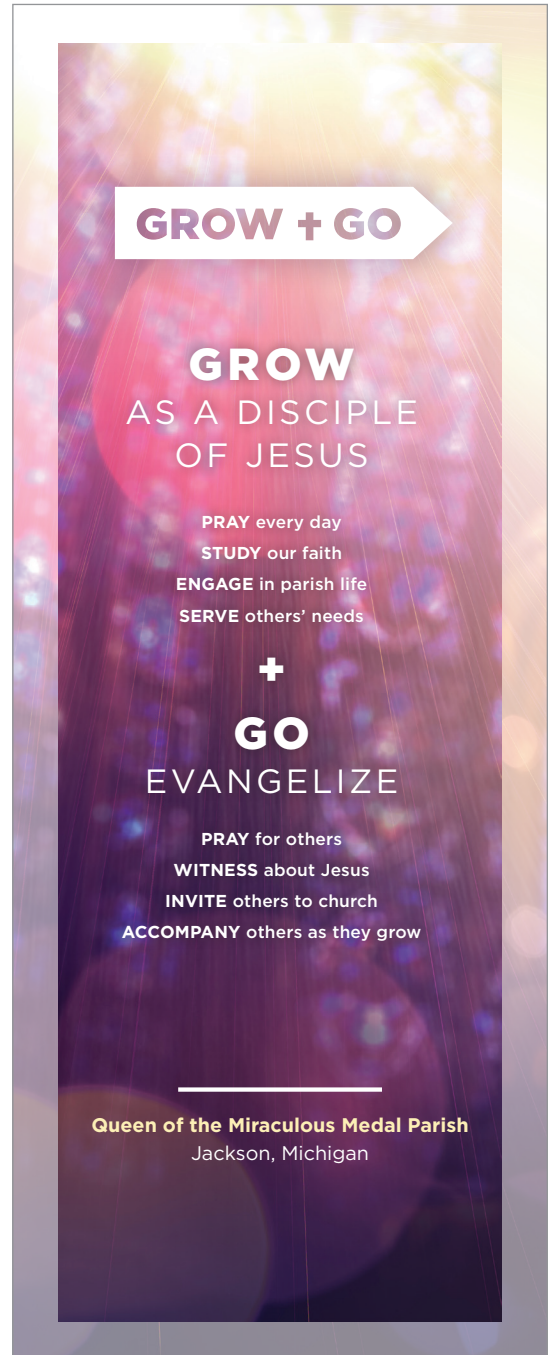
CAMPAIGN MATERIALS

OVERVIEW OF CAMPAIGN MATERIALS AND INITIATIVES

1. **Grow+Go** — ongoing initiative to build up missionary disciples with digital Field Guide
2. **Grow+Go Launch** — Roller shade banner, poster, personal evangelization plan
3. **Connection Sunday** — promote registration, visitor information
4. **Welcome cards** — use on Connection Sunday and all year
5. **Direct Connect** — parish based door-to-door evangelization initiative with door hanger/prayer card
6. **FAITH magazine** — content evangelization initiative to send a free magazine to a loved one
7. **Reconnect** — direct mail postcards for parishioners and past parishioners (former *FAITH* magazine recipients)
8. **Welcome Home** — direct mail to new residents across the diocese

1. **GROW + GO**

2.



Roller shade banner



Parish poster

MY PERSONAL EVANGELIZATION PLAN	
1. Ask the Holy Spirit to bring to mind someone in your life who is no longer coming to church. Write his/her name:	
2. How will you pray for him/her?	
3. How can you share your faith with him/her?	
4. What could you invite him/her to?	
5. How could you accompany him/her?	
Place this card somewhere so you can review it. Begin your plan with step one and try to work your way through all five steps.	
CATHOLIC DIOCESE OF LANSING	
<p><i>"The mission of proclaiming the word of God is the task of all of the disciples of Jesus Christ based on their baptism. No believer in Christ can feel dispensed from this responsibility."</i> Pope Benedict XVI, The Word of the Lord, #94</p>	

GROW	GO
<p>The core purpose of your life is to GROW in intimate relationship with God. The ONLY way to do that is by striving to closely follow and imitate Jesus Christ.</p> <p>We begin by giving Jesus Christ lordship over everything in our lives and relying on the Holy Spirit to work in and through us at all times.</p> <p>GROW as a disciple of Jesus!</p> <ul style="list-style-type: none"> • PRAY every day • STUDY the Faith • ENGAGE in parish life • SERVE others' needs 	<p>Jesus' final command to his disciples was, "GO and make disciples of all nations." (Mt. 28:19)</p> <p>The true mark of a disciple is that they EVANGELIZE! Therefore we must always strive to share the Good News of Jesus Christ with others.</p> <p>GO evangelize!</p> <ul style="list-style-type: none"> • PRAY for those who are separated from God • WITNESS about Jesus • INVITE them to church • ACCOMPANY them as they grow
<p>BISHOP BOYEA INVITES YOU and your parish to be a part of the largest gathering of Catholics in the history of the Diocese of Lansing!</p> <p>Mark your calendars for ...</p> <p>THE WAY TO HAPPINESS SEPT. 22, 2018 BRESLIN CENTER, EAST LANSING</p>	<p>BE PREPARED! The Catholics Come Home television campaign will happen in the Diocese of Lansing from mid-December, 2017 through mid-January, 2018.</p> <p>How will you and your parish receive returning Catholics?</p> <p>Get more information at www.dioceseoflansing.org</p>

Personal evangelization plan

3.



Parish Poster

4.



WE'RE GLAD YOU'RE HERE!

☐ New or visiting? Welcome!

☐ I'm interested in joining this parish
 ☐ I'm a visitor
 ☐ I'm interested in becoming Catholic

How did you discover our parish?

☐ Personal invitation
 ☐ Social media/online
 ☐ Direct mail
 ☐ Stopped by

☐ I am a current parishioner — please update my information

NAME _____

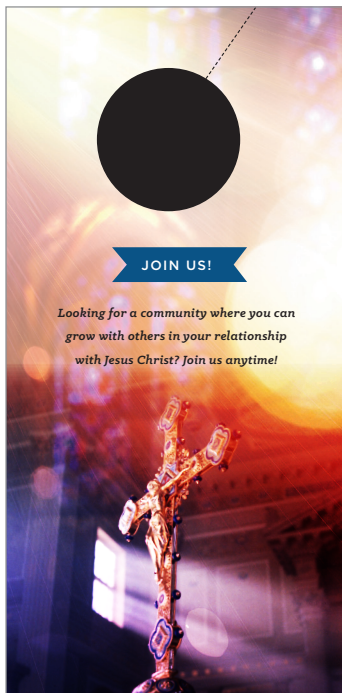
ADDRESS _____ CITY _____ STATE _____ ZIP CODE _____

PHONE NUMBER _____ EMAIL _____

PLEASE DROP IN COLLECTION BASKET

Pew Cards

5.



WE PRAY FOR YOUR HAPPINESS

Heavenly Father,
 You created us for lasting happiness!
 Thank you for desiring to draw close
 to me and for inviting me to live
 in a joyful and loving relationship with you
 in this life and the next.
 Thank you for my family, friends
 and all my loved ones.
 Please watch over them and protect them.
 I pray for peace in all my relationships, courage
 in adversity, self-control in struggles with sin,
 harmony in my family and workplace,
 and continued care and protection over my home.
 Help me and my loved ones
 to experience your love and protection
 this day and every day,
 through the redeeming love of your son,
 Jesus Christ,
 for he is our true happiness!
 Lord, send your Holy Spirit and
 watch over this home! AMEN

Door hanger cards

6.



Send a free issue
 of **FAITH** magazine to:

Name

Address

City

State

Zip

Email

Drop in the basket at
 church or return free
 via U.S. Mail.

Purchase subscriptions
 to **FAITH** magazine
 online at:
store.faithcatholic.com

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 255 LANSING, MI

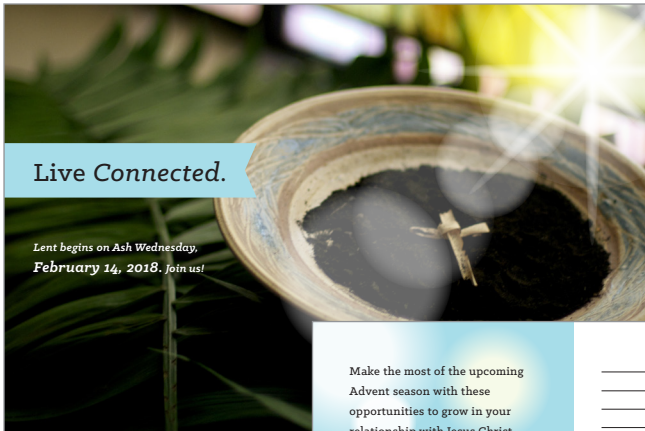
POSTAGE WILL BE PAID BY ADDRESSEE
FAITH CATHOLIC
 1500 E SAGINAW ST
 LANSING MI 48906-9941

NO POSTAGE
 NECESSARY
 IF MAILED
 IN THE
 UNITED STATES



FAITH magazine free sample

7.



Make the most of the upcoming
Advent season with these
opportunities to grow in your
relationship with Jesus Christ.

Upcoming parish events:

Queen of the Miraculous Medal
Father Tim MacDonald, Pastor

1111 Carlton Blvd.,
Jackson, MI 49203
www.queenschurch.com
517.783.1746

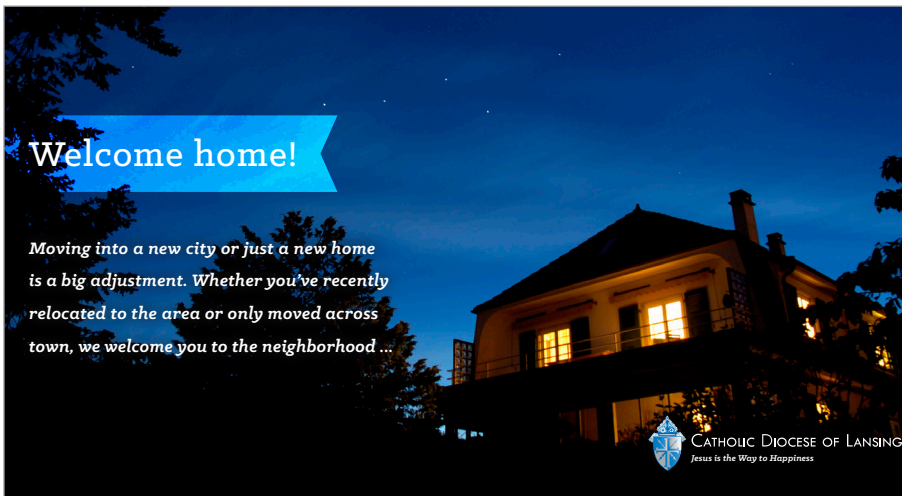
Jesus is the Way to Happiness

Direct mail postcards
for current and
former parishioners



Address Line 1
Address Line 2
City, State, Zip

8.



Direct mail brochure for
new residents to the area



GETTING STARTED

ASSESSMENT, TRACKING AND NEXT STEPS

ASSESSMENT AND TRACKING

- ☐ Review of your website, social platforms, bulletin
- ☐ Review of your welcome process
- ☐ Tracking — how do you identify referral sources?

TIMELINE AND EVALUATION

- ☐ Establish timeline for your parish rollout
- ☐ Establish benchmarks and timelines for measuring our progress

NEXT STEPS

- ☐ Establish a Google Ads account and add a payment method
- ☐ Establish a Facebook Ads account and add a payment method
- ☐ Provide user names/passwords to Faith Catholic for Google and Facebook
- ☐ Review print order form, prices
- ☐ Provide copy for all custom print materials
- ☐ Access the campaign resource page at dioceseoflansing.org
- ☐ Access and download the Grow+Go Field guide
- ☐ Review submission process for photos and videos

NOTES

[illegible]

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

