# DIOCESE OF LANSING



# 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?**

Fewer than 25% of Catholics attend Mass weekly

"Nones" are the fastest growing belief in America

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





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



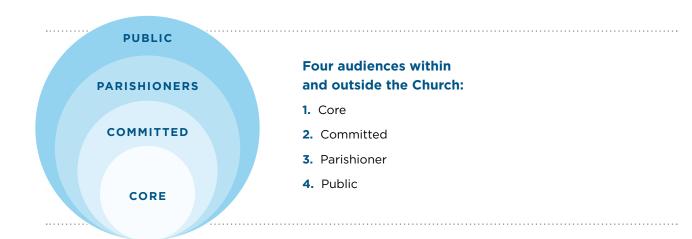
"Lost Sheep" who have left the Church

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



### **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 Guild 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

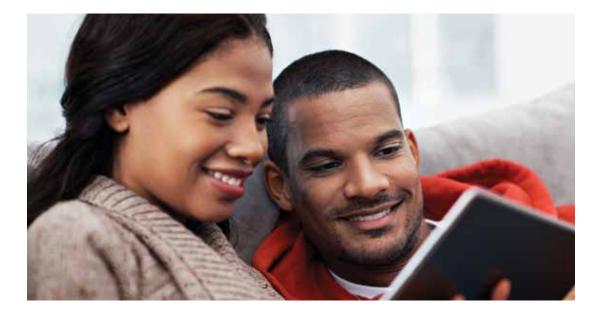
Diocese of Lansing	\$3
Queen of the Miraculous Medal Parish	\$3

See separate estimate for details



per household

per household

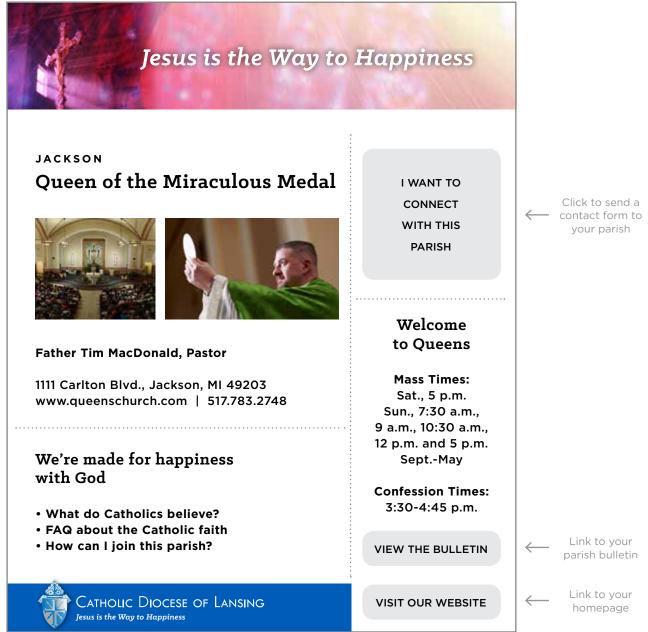


# DIGITAL AND SOCIAL ADVERTISING

### OVERVIEW OF DIGITAL AND SOCIAL CAMPAIGN

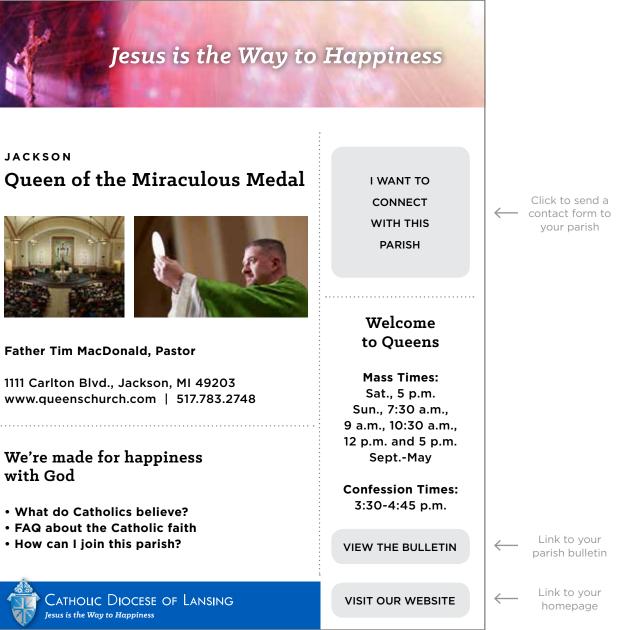
- 1. Parish page at dioceseoflansing.org designed for inquirers (not parishioners) to provide fast information and evangelization content
- 2. Targeted digital ads for your audience/area
- 3. Facebook back end ads (different from promoted posts)
- **4.** Instagram part of Facebook
- 5. Google Adwords 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

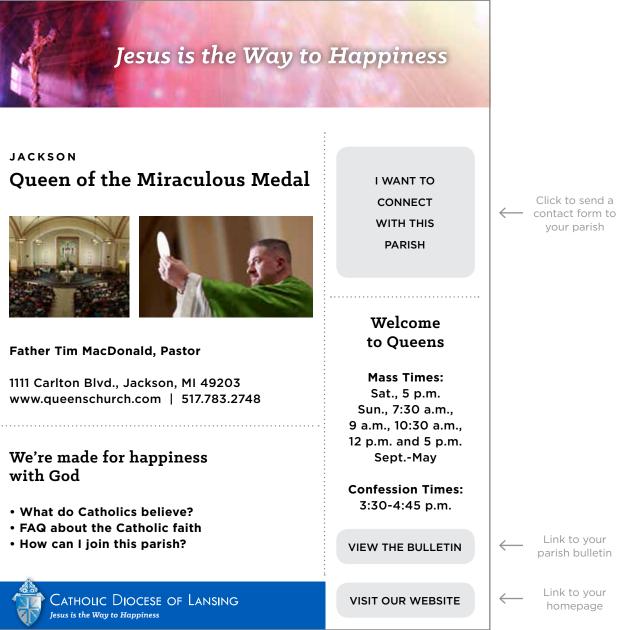


Photos from your parish





Links to FAITH content for inquirers



# CUSTOM FACEBOOK ADS FOR YOUR PARISH

# CUSTOM GOOGLE ADS FOR YOUR PARISH

### MULTI-IMAGE (CAROUSEL) AD

Your parish name here

Queen of the Miraculous Medal d Like Page el + paro

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



Get Directions

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

Queen of the Miraculous Medal

Mr Like Page



### SINGLE IMAGE AD





HTTPS://QUEENSCHURCH.COM/

ur Like Comment A Share

### **RICH MEDIA AD**



i 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.



Comment ur Like A Share



Explore Queens Catholic Church in Jackson, MI

# Find a Catholic **Church Near You**

**Explore Queens Catholic** Church in Jackson, MI

Learn More

Looking For a New Church? - Queens Catholic Church in Jackson M http://bit.ly/queens-jackson Join us for Mass this Sunday!

Queens Catholic Church - A Vibrant Catholic Community Near You M http://bit.ly/queens-jackson Find a Catholic Church Near You

Find Your New Church Home - Queens Catholic Church in Jackson http://bit.ly/gueens-jackson Join Us For Mass This Sunday!

# The Queens Catholic **Church Community** Welcomes You!

Join Us For Mass This Sunday

> Learn More

## HOW WE'LL MEASURE YOUR FACEBOOK ADS

# HOW WE'LL MEASURE YOUR GOOGLE 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

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 A	DS	
Date	Clicks	Impressions	CTR	(Clickthrough Rate)	Average Position
9/2017	30	35,000	1.52%		1.8
		GC	OGLE ANAL	YTICS	
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
- they come to our website
- 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.

• Pages/Session: This means average pages per session – how many pages do users visit when

• Bounce Rate: How often do people leave our webpage after landing on the homepage without

# 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





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?

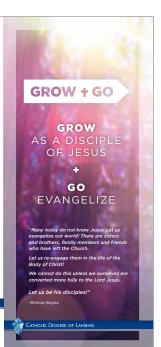
3. How can you share your faith with him/her?

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.

the disciples of Jesus Christ based on their baptism. N in Christ can feel dispensed from this responsibility "





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.

We begin by handing over the lordship of everything in our lives to Jesus Christ and relying on the Holy Spirit to work in and through us at all times.

### THEN:

GROW as a disciple of Jesus:

- PRAY every day
- STUDY the Faith
- ENGAGE in parish life SERVE others' needs

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!

Mark your calendars for .

THE WAY TO HAPPINESS SEPT. 22, 2018 BRESLIN CENTER, EAST LANSING



Jesus' final command to his disciples was, "GO and make disciples of all nations." (Mt 28:19) a.k.a Evangelize.

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.

### THEN

Here is how you can GO evangelize

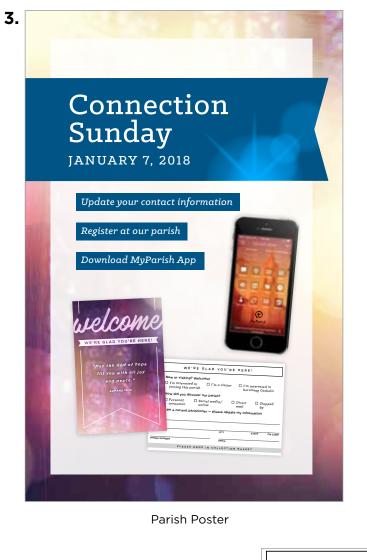
- PRAY for those who are
- separated from God
- WITNESS about Jesus INVITE them to church ACCOMPANY them as they GROW

BE PREPARED! The Catholics Come Home television campaign is happening in all the parishes of the Diocese of Lansing!

From mid-December, 2017 through mid-January, 2018

This initiative involves ALL of us. Get more information at www.dioceseoflansing.org

Personal evangelization plan



d. d. d. d. d. d. d. d. d. d.	
WE'RE GLAD YOU'RE HERE!	
<ul> <li>New or visiting? Welcome!</li> <li>I'm interested in I'm a visitor I'm interested in joining this parish becoming Catholic</li> </ul>	
How did you discover our parish?	
invitation online mail by	
I am a current parishioner — please update my information	
NAME	
ADDRESS CITY STATE ZIP CODE	
PHONE NUMBER EMAIL	
PLEASE DROP IN COLLECTION BASKET	



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 protectio

through the redeeming love of your son, Jesus Christ,

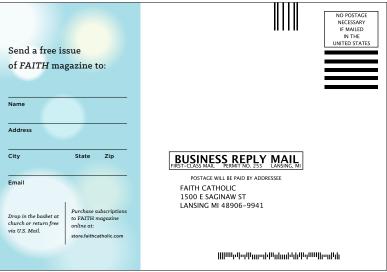
for he is our true happiness! Lord, send your Holy Spirit and watch over this home! AMEN

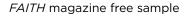
Door hanger cards

6.

Pew Cards









Welcome ome

ATHOLIC PARISHES NEAR YOU IN INGHAM COUN

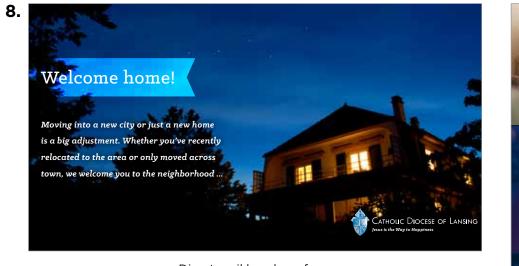


# Review of your website, social platforms, bulletin Review of your welcome process

## Tracking – how do you identify referral sources?

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

- 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



Direct mail brochure for new residents to the area

# GETTING STARTED

## ASSESSMENT, TRACKING AND NEXT STEPS

### ASSESSMENT AND TRACKING

### TIMELINE AND EVALUATION

## NEXT STEPS

# NOTES

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_