

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?

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



2/3

OF PEOPLE IN THE 10 COUNTIES ARE UNAFFILIATED WITH ANY CHURCH

Demographics that Drive Our Messaging —

Here's who we are targeting:

Young adults age 25-45

“Nones” who claim no religious affiliation

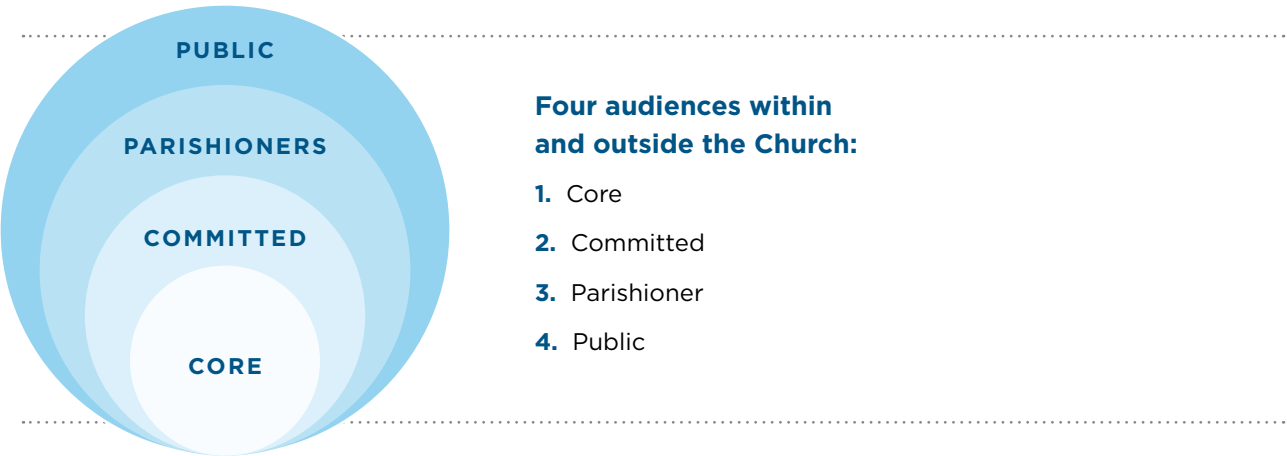
“Lost Sheep” who have left the Church

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



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 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

Jesus is the Way to Happiness

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?

I WANT TO CONNECT WITH THIS PARISH

Click to send a contact form to your 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

Link to your parish bulletin

VISIT OUR WEBSITE

Link to your homepage

Photos from your parish →

Links to FAITH content for inquirers →

← Click to send a contact form to your parish

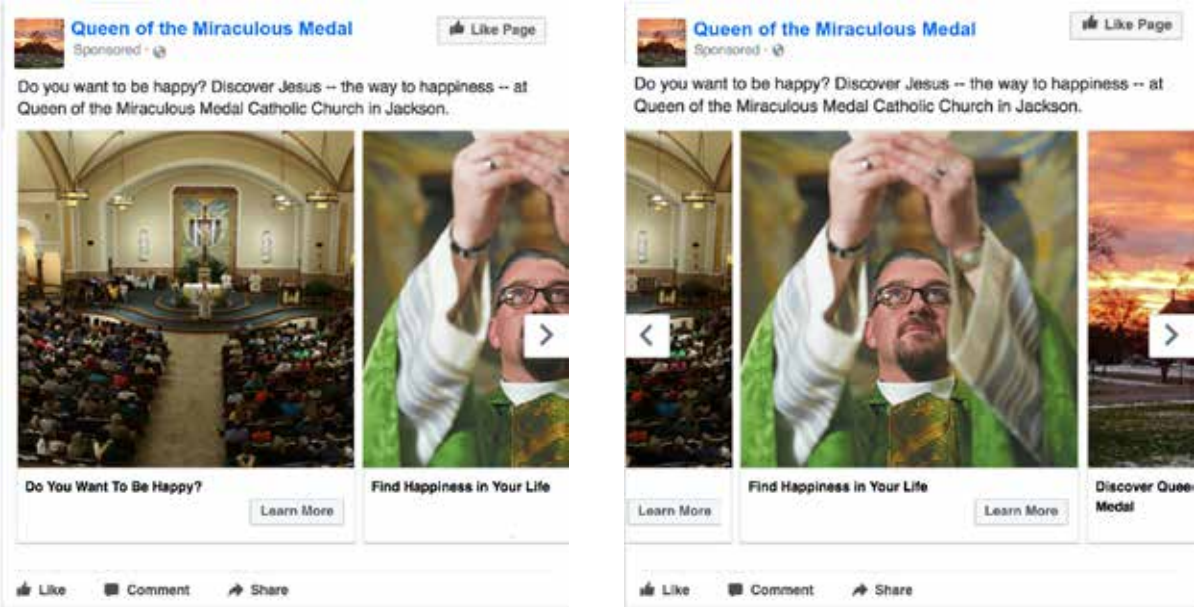
← Link to your parish bulletin

← Link to your homepage

CUSTOM FACEBOOK ADS FOR YOUR PARISH

MULTI-IMAGE (CAROUSEL) AD

Your parish
name here



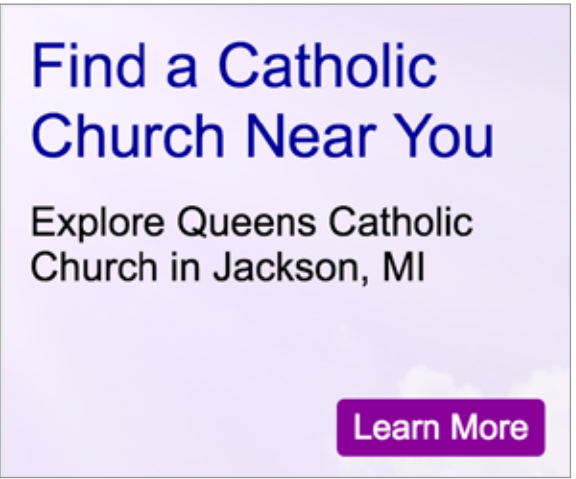
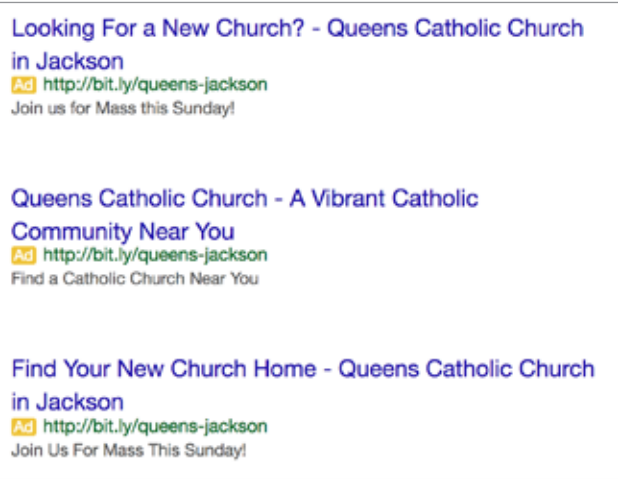
SINGLE IMAGE AD



RICH MEDIA AD



CUSTOM GOOGLE ADS FOR YOUR PARISH



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 webpage 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

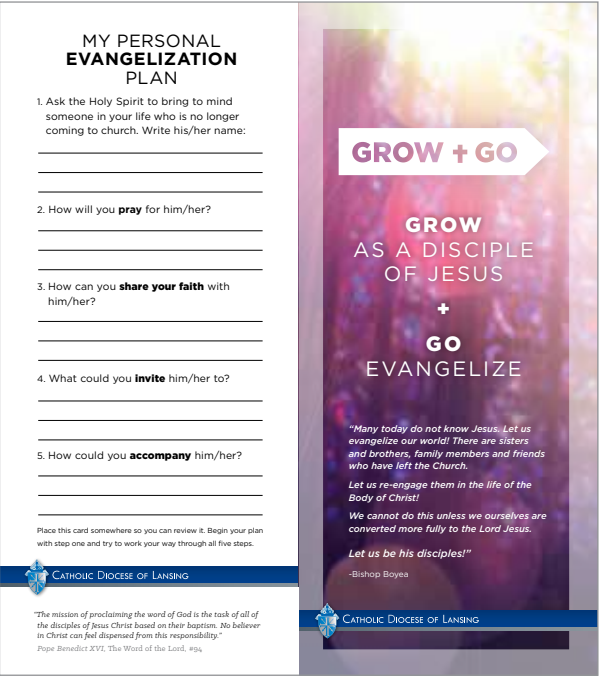
- 1. **Grow + Go** — ongoing initiative to build up missionary disciples with digital Field Guide
- 2. **Grow + Go Launch** — Roller shade banner, poster, personal evangelization plan
- 3. **Connection Sunday** — promote registration, visitor information
- 4. **Welcome cards** — use on Connection Sunday 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



Roller shade banner

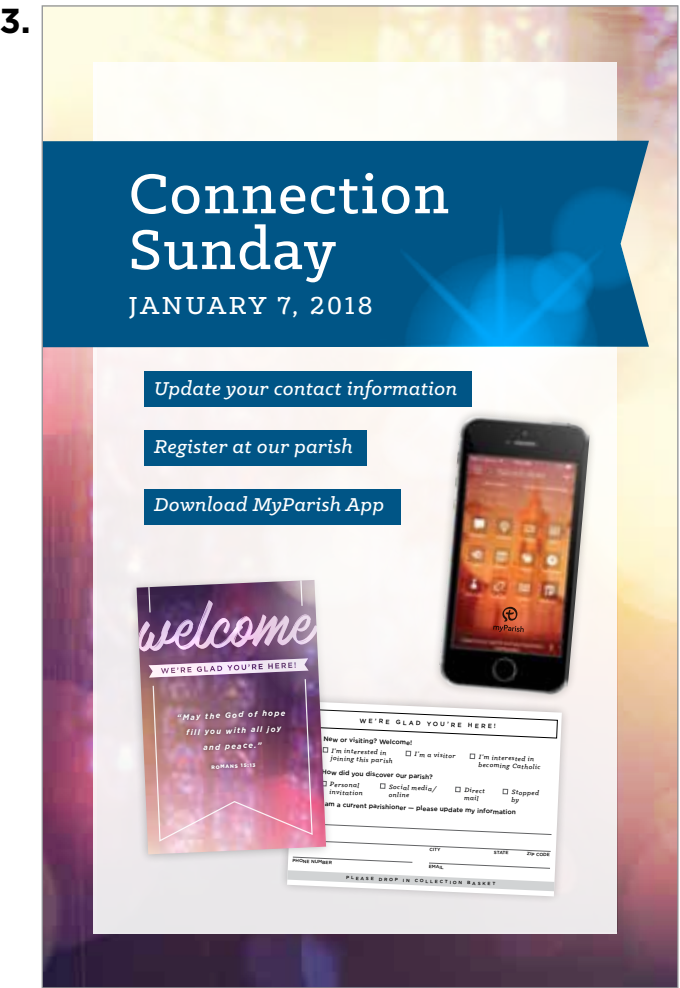


Parish poster

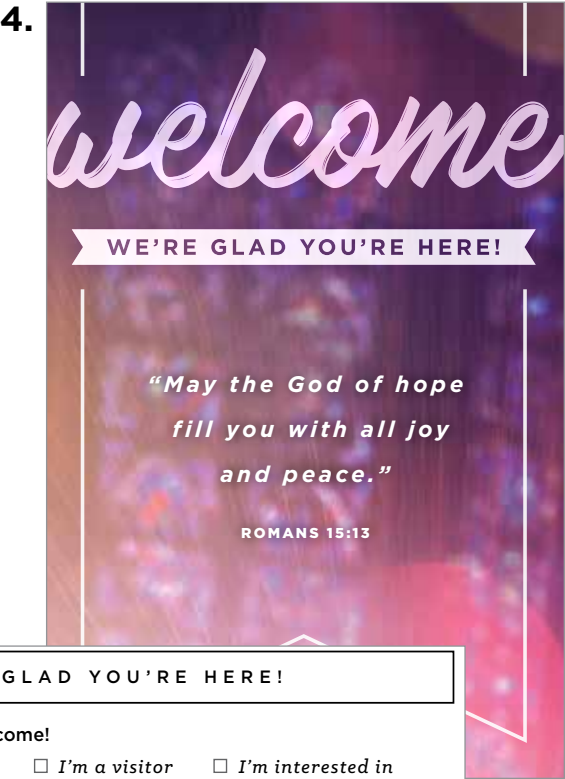


Personal evangelization plan

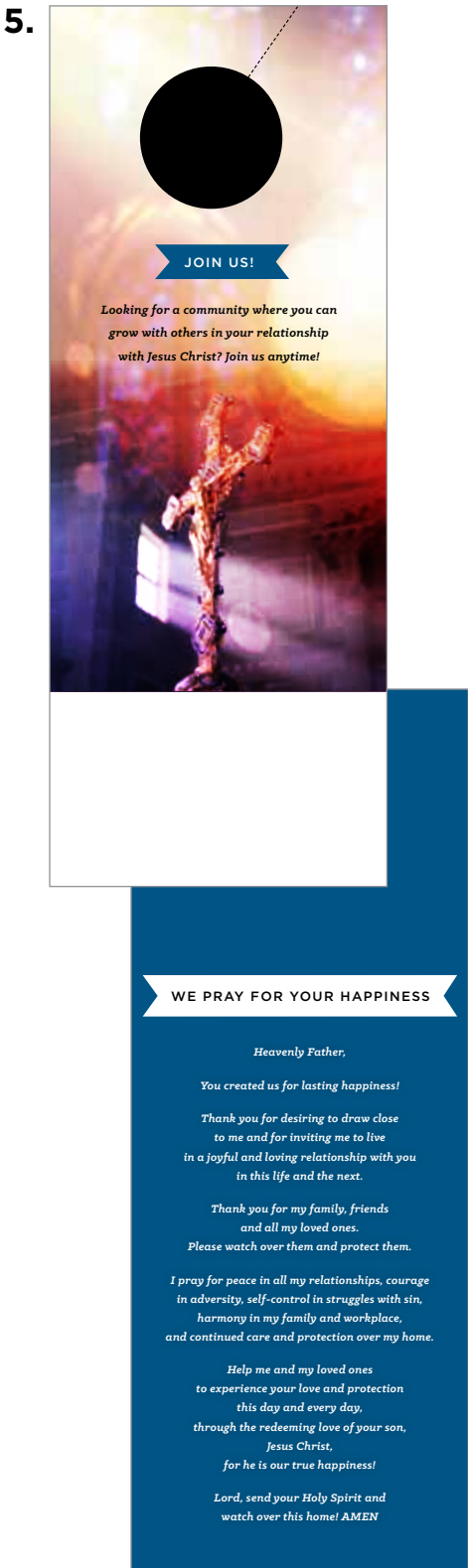




Parish Poster



Pew Cards



Door hanger cards



FAITH magazine free sample

NOTES

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.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.

