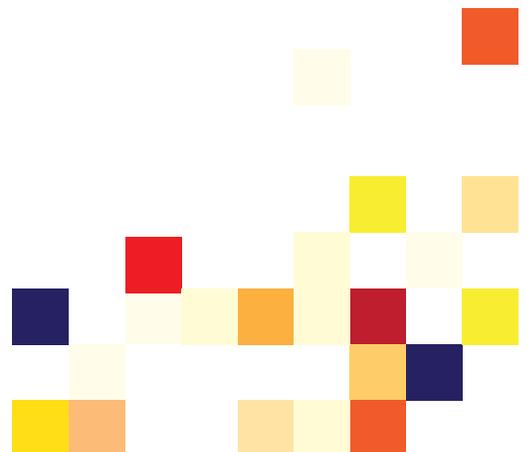


Pax Christi

Catholic Community

COMMUNICATIONS STRATEGY



Communications Strategy

We have a unique challenge to promote our church's incredible range of ministries and opportunities for faith formation. Everyone wants their message not only to be heard, but also acted upon.

We know that your ministry and/or event is important, and you want to reach as many people as possible with your message. However, we must maintain a balance between all our ministries. To that end, we have created this document to guide you.

The following means of communicating your message are encouraged:

- In-depth article(s) and/or pages on our website
- A banner on the home page of our website
- Attention-capturing graphics on our electronic displays in the Great Hall and in the Narthex
- Intermittent (brief) bulletin/newsletter articles and/or ads
- Short listings in our weekly emails to parishioners
- Coordination to use the Display Case in the Great Hall, especially for longer-running promotions or general Ministry promotion

The following means of communicating are discouraged:

- Posters or signs posted outside of our electronic displays, including on doors, windows, walls, or easels
- Displays inside the narthex

Communications Goals & Objectives

Our communications here have many goals. All our messages need to primarily help bring our mission statement to life:

Pax Christi Catholic Community, a parish of the Diocese of Colorado Springs, joyfully shares the mission to bring individuals and families into a loving encounter with Jesus Christ through prayer, study, Scripture, the Sacraments, community life and works of charity. In this way, Jesus deepens our relationship with Him and truly forms us as his disciples to continue His mission, share His Love, and work to build His Kingdom.

Our specific communications goals are to:

- Disseminate information about Pax Christi to parishioners and the community
- Maintain a consistent message and marketing
- Utilize a variety of communication mediums to reach a diverse audience
- Respect the parish's budget and staff's time
- Energize, engage, and evangelize parishioners
- Attract new volunteers and parishioners
- Provide resources to someone who needs support

The Importance of Consistency

Consistency in the look-and-feel of communications subconsciously creates a feeling of trust and order for the viewer.

With that in mind, and with the creation of the new Communications Coordinator role, we want to strive to make this happen by adherence to our community's Branding Guidelines, available as a separate PDF attachment. **If you feel comfortable creating your own artwork that can meet these specifications, please feel free to do so. If you would rather let us create it for you, please email the specifics to Laura Luchini at lluchini@paxchristi.org, or set up a one-on-one meeting to strategize and discuss.**

Messaging Basics

When in doubt, stick with the Who, What, Where, Why and When strategy in order to keep your message simple and direct. Avoid jargon or church-related terms that people who are less catechized may not understand.

Include a call to action. What is the goal of your message? What next step do you want the person to take? Any events that require more explanation or direction should be posted on our website, and the call to action should be directing the person there, using a short and easily readable link. A QR code may also be included.

Graphics/Images

The Communications Coordinator can help you find or create any needed photography or images. If you choose to find your own graphics, please be sure that you are not using any copyrighted information. If you are using graphics of any type, make sure that the image is not licensed, trademarked, or copyrighted. It is your responsibility to assure that your graphics are free to use.

You must have permission to use someone else's photos and or illustrations.

Methods of Communication

Website: Consider this the Communication Hub. This is where we want the majority of our information to be available. Ministries can request to have their own subpage where they can store information about what their ministry does, how often they meet, and how to join. Special events are listed on the Event Calendar, along with the dates, times, and how to RSVP. Events can have their own page on our website, or be linked to an external website.

Electronic Displays: Each image featured on the display is rotated approximately every 6 seconds, so try to keep the basics of your message within about 3 lines of text: What, When, Call to Action. Please note that these electronic displays replace any posters, flyers, or other marketing materials that would be placed on easels throughout the parish. Consider including a QR code for easy scanning to direct people to more information.

Weekly Newsletter (Printed Bulletin): In an effort to keep your message from becoming oversaturated, we will focus on the various ministries at different times throughout the year. Please save your general articles regarding your ministry for your assigned month or designated time period for promotion. Specific events should be promoted as they occur.

Articles should include 1-3 paragraphs of text. In order to have your event or ministry article featured in a weekend newsletter, all content including any requested graphics and/or text need to be delivered to Amanda Davis Smith at adavissmith@paxchristi.org by no later than Monday morning at 9:00 AM the week before you would like the information posted. Please note that during special liturgical seasons print deadlines may be expedited, and information will need to be received earlier. If you have any questions or concerns please contact Amanda.

Weekly Emails: Emails should communicate basics of your message, along with some kind of hook. Why would someone want to read more about this? And then they should direct the reader to the website for more information, or have another call to action if appropriate. Text should be limited to approximately five sentences.

LED Sign: Our newly installed LED sign on McArthur Ranch Road is a great place to promote events that might be relevant to people in our community, who may not be parishioners. Please keep these messages brief, modeled off the electronic display and website banners.

Ministry Brochures: The information in your ministry brochure should reflect your ministry's web page. This piece should tell people what your ministry does, how often you meet, and how to join.

Announcements: Father and his Liturgy Team pre-select announcements for Father to read at the end of mass, prioritized according to when the event is scheduled, as well as what else is going on in the parish.

If you choose to have one of your ministry leaders make an announcement following mass, please contact Megan Nagel at mnagel@paxchristi.org to see if that weekend is available, as only one speaker is allowed per weekend and will be assigned on a First-Come, First-Served basis. You will be tentatively scheduled to speak, dependent on final approval by our Pastor. Ministries are limited to one "pulpit talk" or announcement per event.

All announcements or pulpit talks need to be submitted to our Pastor, his Executive Assistant, and our Communications team for approval at least one week in advance via email at frandrzej@paxchristi.org, lvanmatre@paxchristi.org, and adavissmith@paxchristi.org respectively. Please keep your message within 1-2 minutes long.

While making your announcement, please speak from the Cantor stand, rather than the Ambo.

Tables in Narthex: Father Andrzej prefers to have only one group with a table in the Narthex per weekend. He also wants to avoid having a table after Mass every weekend, if possible. However, he does understand the need to promote upcoming events that are important our ministries and the parish. Because we have many ministries, some of which are running events at the same times, table reservations will be limited to two weekends per event. The first weekend will coincide with a pulpit announcement (if desired), and the second weekend will immediately follow.



We're here to help!

Please feel free to contact us if you have any questions or concerns, and we'll be happy to help you however we can.

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