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?

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<th>“Nones” are the fastest growing belief in America</th>
<th>79% of people who are raised Catholic and leave the faith do so by age 24</th>
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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:

<table>
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<tr>
<th>Young adults age 25-45</th>
<th>“Nones” who claim no religious affiliation</th>
<th>“Lost Sheep” who have left the Church</th>
<th>Catholics of all ages</th>
</tr>
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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:

- Core
- Committed
- Parishioner
- 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 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
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

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

Father Tim MacDonald, Pastor
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.
Sept.-May

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

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

I WANT TO CONNECT WITH THIS PARISH
VIEW THE BULLETIN
VISIT OUR WEBSITE
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:

<table>
<thead>
<tr>
<th>Reach</th>
<th>Impressions</th>
<th>Link Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad 1</td>
<td>40,000</td>
<td>60,000</td>
</tr>
<tr>
<td>Ad 2</td>
<td>47,000</td>
<td>62,000</td>
</tr>
<tr>
<td>TOTAL</td>
<td>87,000</td>
<td>122,000</td>
</tr>
</tbody>
</table>

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:

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Clicks</th>
<th>Impressions</th>
<th>CTR (Clickthrough Rate)</th>
<th>Average Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/2017</td>
<td>30</td>
<td>35,000</td>
<td>1.52%</td>
<td>1.8</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Date</th>
<th>Sessions</th>
<th>Users</th>
<th>Pageviews</th>
<th>Pages/Session</th>
<th>% New Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/2017</td>
<td>120</td>
<td>100</td>
<td>130</td>
<td>1.32</td>
<td>80%</td>
</tr>
</tbody>
</table>

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

MY PERSONAL EVANGELIZATION PLAN

1. Write down 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.

“Do not fear, for I have redeemed you; I have called you by name; you are mine.” Is 43:1

“Many today do not know Jesus. Let us evangelize our world! There are sisters and brothers, family members and friends who have left the Church. Let us re-engage them in the life of the Body of Christ! We cannot do this unless we ourselves are converted more fully to the Lord Jesus. Let us be his disciples!”

—Bishop Boyea

“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.”

Pope Benedict XVI, The Word of the Lord, #94

The core purpose of your life is to GROW in intimate relationship with God. The ONLY way to do this is by allowing God to slowly work in and through you at all times.

THEN:

GROW as a disciple of Jesus:
• PRAY every day
• STUDY our faith
• ENGAGE in parish life
• SERVE others’ needs

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

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

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
Give a free issue of FAITH magazine to someone you care about who might be open to the true and lasting happiness found in Jesus and his Church.

Share stories about:
• Everyday Catholics discovering the joy of God’s love in Jesus Christ
• Integrating faith into daily life — marriage, parenting, friendships, work
• Finding hope in familiar struggles — divorce, addiction, depression, abortion, grief
• Prayer, forgiveness, and experiencing God’s mercy

Want to share the beauty of our Catholic faith?

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

WE PRAY FOR YOUR HAPPINESS

Update your contact information
Register at our parish
Download MyParish App
Parish Poster

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

WE PRAY FOR YOUR HAPPINESS

Parish Poster

We are a community where you can grow with others in your relationship with Jesus Christ. Join us!

Looking for a community where you can grow with others in your relationship with Jesus Christ? Join us!
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