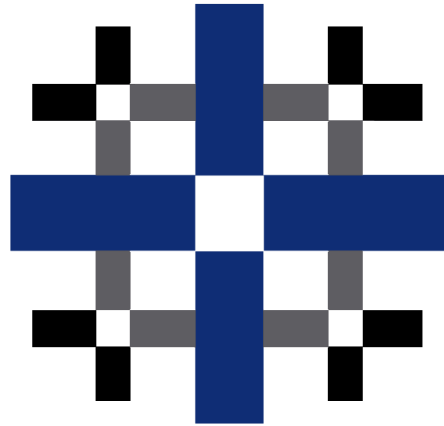


CATHOLIC
COMMUNITY



of WAUKESHA

**COMMUNICATION GUIDELINES FOR
THE CATHOLIC COMMUNITY OF WAUKESHA**

NOVEMBER 2023

Our goal is to reach as many people as possible with clear, concise, and consistent communication, and support the efforts of our parishioners to bring people to Christ and develop missionary disciples.

The purpose of this document is to provide information on how to share events and have effective two-way communication with our community of faith. In addition, the guidelines ensure consistent, accurate, high quality and appropriate communications while protecting privacy.

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Bulletins & Announcements-Not Enough Anymore...

It is important that we support the mission of the Church, our parishioners' hard work and maintain a well-informed community through effectively maintained communication resources.

In 2019, we started to centralize and change how we communicate. Rather than relying simply on the bulletin and flyers, we moved towards utilizing Flocknote. Flocknote provides us with an easy way to email parishioners a weekly event reminder, organize group communications, provide emergency updates, create volunteer sign ups, and send out targeted messages. Next up was social media (Facebook and Instagram). We are sensitive to the frequency and the amount of information that goes out and parishioners appreciate it. They become more active, respond more often, and pass the info along to others. This is critical; it is much easier to forward an email or share a social media post, than to remember to hand a neighbor or friend our Sunday bulletin.

We live in an age of permission-based communication. People hate junk mail, spam, and unsolicited salespeople. Data shows that holding parishioners at Mass and forcing them to listen to announcements is not as effective as we think. First, people do not respond as positively when forced to receive information - even if they agree with it and want the information. Most of us fast forward through commercials, ignore billboards, change the radio station when commercials come on, and we tune out as soon as we think somebody is trying to sell us something. The average person in the U.S. views anywhere from 4,000-10,000 ads per day. With most things, we need to reach people the way they want to be reached, and only if they want to hear it in the first place.

It is also important to talk about your church outside of Mass. If the only way we reach people is by announcements at Mass, and by handing them a paper bulletin, we are not communicating and we are limiting our audience. We must use better solutions like email, the website, social media, word-of-mouth, and newsletters to communicate efficiently.

Additionally, with these channels of communication, we can target sub-groups in the community with specific information that is relevant to them. Utilizing targeted messaging is much more effective than the current generalization of every announcement at Mass, and an ad in the bulletin. Utilizing successful methods of communication leads to happier and more involved parishioners. Reaching out to friends, neighbors, family, and fellow parishioners is known as word-of-mouth marketing. This type of marketing assists us in building our community, promoting ministries and events, increasing recognition of the Catholic Community of Waukesha, and builds loyalty to our community and mission.

Our goal is to quantify the responses to our communication channels by reviewing analytics, and to create a targeted plan to effectively inform and evangelize our parishioners and community.

AND NOW THE HOW-TO...

We are excited to provide guidelines to improve the communication between our Catholic Community of Waukesha (CCWauk), parishioners, staff, and our surrounding communities. Procedures are needed so that your ministry vision results in concrete actions and success.

As the CCWauk, we face some challenges in our communication efforts since we are a unified faith community but maintain our individual parish identities. While guidelines for some of the methods of

communication, such as the bulletin, the website and social media platforms are collaborative and uniform, other guidelines such as the Narthex or gathering area advertisements may vary depending on the logistics of the location.

Ideally, the communication of an event begins 60 days (about 2 months) prior to the event date. Now, that does not mean a weekly announcement or space in the bulletin for that time. However, we are happy to create a plan across all current platforms to communicate more effectively about the event.

We can no longer rely solely on a piece of paper or electronic posting for success. You are a critical part of effective communication. You need to be the church event personal trainer, coaching people on which steps to take to come to your event. This involves the following:

Talk	about	it.
Email		it.
Forward		it.
Text		it.
Post	it	on social media.

People want the above. People still care.

Consider St. Paul. He preached powerfully and regularly spoke to people to clarify and push forward the importance of the message of Christ.

Content is of the greatest importance, and the center of that is Jesus! As believers committed to Christ, it is our responsibility to share this message and fulfill our great mission- to go make disciples. Let us keep Jesus in every message we deliver.

-The Communication Department

FIRST STEPS...

STEP 1: EVENT APPROVAL

In order to ensure that the programs and events promoted by the CCWauk are in line with our mission statement, we ask that you obtain approval from a staff liaison in your ministry, or a ministry leader from your area, to which the program/event contents relate. Please see **Addendum A** for more information on event approval.

Please Note: Approval may be based on scheduling and room availability.

STEP 2: ADDING AN EVENT TO THE CALENDAR

Please contact your staff liaison or the administrative assistant for your ministry area. Events are scheduled within the fiscal year (July 1 – June 30) for the current year. Requests for the following year will be considered after the staff calendaring in May. Please note that an event must have approval before being scheduled.

If you are not a part of a CCWauk Ministry and wish to have an event at one of the parish locations, please fill out a Room Request Form online and submit it to Pat Sennott: psennott@ccwauk.org. Please submit your request at least three weeks prior to the date of the event.

Please note, the CCWauk and parishes reserve the right to reschedule any event due to a sacramental, parish or Archdiocesan request.

STEP 3: BEST PRACTICES FOR COMMUNICATING YOUR EVENT

There are currently several ways you can advertise your event. The weekly bulletin, the CCWauk website, the CCWauk and parish social media accounts, CCWauk Weekend updates, the Narthex TVs, Narthex communication boards and an announcement at Mass. Please review the Communication Planning Sheet for more information.

STEP 4: AFTER THE EVENT, SHARE THE JOY!

We want to celebrate your event! To share photos or other information after your program or event, please review the details above. There are also very strict legal privacy policies that we must follow and are explained in **Addendum C** below. Privacy issue permission forms are available online at: ccwauk.org.

Available Forms of Communication

The Website: Your first calling card

ccwauk.org

Email info to communication@ccwauk.org

Parishioners go to our website for information. Traffic on our website has an average of 11,000 views and continues to grow monthly.

Please submit website requests in one of the following editable file formats: PowerPoint, Word, or Publisher. All requests are reviewed and may be edited or shortened. Please allow five-ten days for fulfillment of your request.

Established ministers and event chairs may request editorial access to their pages.

To submit to the website, please email your event information to the communication department at communication@ccwauk.org. Information should include the name of the event, time, location, description, contact person and name of staff member approving the submission. All singular event information will be posted to ccwauk.org/current-events.

Social Media – Facebook & Instagram: How the world sees your event

The fastest way to promote any event is through our Social Media outlets. At this time, we are focused on increasing our Facebook presence. Due to our parish demographics, over half our parishioners are utilizing Facebook. We currently have more than 3,600 followers.

To include your event on the CCWauk Facebook Page, information should be submitted to the communication department at communication@ccwauk.org. The information needs to be submitted in one of the following

editable file formats: PowerPoint, Word, or Publisher. Information will be reviewed and may be edited or shortened for space purposes.

The Communication Manager must approve any submission to the CCWauk and parish social media pages.

The Parish Weekend Update

Currently, CCWauk utilizes Flocknote for electronic communication via email and texting. There are over 4,100 email subscribers with an open rate of 50-60%. This means on average 2,255 parishioners have decided to read about the community and upcoming events. Flocknote provides analytics so we can track the volume of an event. It also produces a more consistent engagement of parishioners.

The Bulletin – How the community becomes aware of your event

Our bulletins consume vast amounts of paper and, as good stewards, we wish to utilize the bulletin effectively. A good bulletin is infused with parish resources, but it is also a teaching document, information hub, and resource.

If you wish to put an article into the bulletin the information should be provided in an editable file format such as Word, Publisher or PowerPoint. Email your information to the Bulletin Editor at least 14 days (2 weeks) before the date of the bulletin in which you want the article to appear. Information needing Spanish translation requires a two-and-a-half-week advance notice. Articles are reviewed and may be edited or shortened for publication. The communication department reserves the right to determine what will be placed in the bulletin. The bulletin deadline may change due to holiday schedules, and every effort is made to

send out timely information on bulletin submission changes.

In an effort to keep space in the bulletin available to all, the following will apply: (a) bulletin advertisements will run for a maximum of two (2) consecutive weeks, (b) preference is given to all parish programs and ministries, (c) we cannot accommodate full-page ads, and (d) we no longer insert flyers.

To submit to the bulletin, please email your event information to the Bulletin Editor at bulletin@ccwauk.org. Information should include the name of the event, time, location, description, contact person and name of staff member approving the submission.

Monitors In The Narthex(es) & The Welcome Sign at St. John Neumann

Information for the Narthex televisions and the welcome sign at St. John Neumann should be submitted to communication@ccwauk.org by the Monday before the Sunday you wish the information to be displayed. The information needs to be submitted in one of the following editable file formats: PowerPoint, Word or Publisher. Information will be reviewed and may be edited or shortened for space purposes and design consistency.

Good practice: less is more.

In an effort to keep space available to all, advertisements will run for a maximum of two (2) consecutive weeks. There may be some

exceptions, and the Communication Manager will make that determination.

To submit for a slide, please email your event information to communication@ccwauk.org. Information should include the name of the event, time, location, description, contact person and name of person approving the submission.

The Narthex(es)

Each parish has its own unique Narthex presence. To determine how your event or program can be advertised in one or more of the Narthexes, please see specific information for each parish below in **Addendum B**.

In an effort to keep space available to all, advertisements will be allowed a presence for a maximum of two (2) consecutive weeks. There may be some exceptions and the Communication Manager will make that determination.

The Announcements at Mass

Our mission is to honor and respect the sanctity of the Mass and parishioners' desire to worship and encounter Christ. The attached announcement policy is observed. The announcement policy can also be found online at ccwauk.org/bulletin.

ADDENDUM A

Event Contacts

Please submit your event information including the name of the event, time, location, description, contact person and contact information for the appropriate staff liaison below.

Administration: Rob Olejniczak rolejniczak@ccwauk.org

Community issues and Buildings and Grounds, pastoral council.

Event supplies: Pat Sennott psennott@ccwauk.org

Prayer and Worship: Bob Gallagher bgallagher@ccwauk.org

Prayer, worship, Mass and music ministry including Funerals, Eucharistic ministers, art and environment, hospitality and ushers, greeters, lectors and servers.

Communication: Cassie Duck cduck@ccwauk.org

To create a marketing plan, contact Cassie Duck

All communication via Flocknote, website, social media, Mass announcements and print.

Bulletin submissions and deadlines: <https://www.ccwauk.org/bulletin>

Human Concerns: Janet Yahnke jyahnke@ccwauk.org

Issues relating to the needs of parishioners and the wider community, including but not limited to, Human Dignity Committee, blood drives, communion to the homebound, food pantries, Health Ministry, Loaves and Fishes, sister parish missions, Respect Life Mission, St. Vincent de Paul, prayer shawls, Dismas Jail Ministry, Bereavement and Sewing ministries.

Faith Formation: Erin Erickson eerickson@ccwauk.org

Youth formation, small Christian communities, vocation committee

Adult Formation: Peggy Lanser planser@ccwauk.org

Family events & adult formation

Child Formation: Dawn Van Dorf dvandorf@ccwauk.org

Hispanic Ministry: Mario Perez mperez@ccwauk.org & **Annel Soto** asoto@ccwauk.org

Connection and communication to our Hispanic Community

Finance: Nick Sanders nsanders@ccwauk.org

Financial tasks and needs such as contracts, proper money handling procedures, available vendors and accounts, and finance council.

External Organizations, IT, Facilities: Pat Sennott psennott@ccwauk.org

Scheduling of external organizations/events, IT questions, and facilities

Waukesha Catholic: Lisa Kovalski lkovalski@waukeshacatholic.org

ADDENDUM B

NARTHEX ADVERTISING ADDENDUM

St. Joseph

- Bulletin Boards
- Monitor
- Easels by sign up tables (when you are present engaging parishioners)

St. Mary

- Narthex communication center
- Easels by sign up tables (when you are present engaging parishioners)
- Monitor

St. John Neumann

- Bulletin Boards
- Monitors
- Easels by sign up tables (when you are present engaging parishioners)
- Welcome Sign

St. William

- Bulletin Boards
- Easels by sign up tables (when you are present engaging parishioners)
- Monitor

ADDENDUM C

PRIVACY POLICIES AND OTHER INFORMATION

PERSONAL INFORMATION POLICY

We have several basic groups of people that might be listed or referred to in our communications: (a) clergy and staff, (b) pastoral council, trustees and ministry leaders, (c) adult members and guests, and (d) youth and children.

1. For clergy and staff, we list names, office email addresses and office phone numbers. No home phone numbers, home addresses or mobile phone numbers are publicly available unless so chosen by the clergy/staff member.
2. For pastoral council, trustees and ministry leaders, we list names and email addresses as permitted by the council member/trustee/ministry leader. If you need to reach someone, please contact communication@ccwauk.org.
3. For adult members and regular guests, we sometimes list names when a person is a contact for a group or activity. We will not list personal email addresses or phone numbers, unless given permission. We will not put adult members and regular guests' names in a caption to a photo or video, without permission. With the exception of photo and video, permission is considered granted when contact information is submitted within the body of a bulletin announcement by said parishioner.
4. For youth and children, we will not list any personal information. Any photos of children (which are posted only with parental permission: see below) will never have the children's names in the caption.

IMAGE USE POLICY

It is a privilege for us to include images of church members and guests at the CCWauk events in our print and web publications. We want to respect and honor that privilege when we share what is happening in our parishes. Masses, meetings, and other church-related activities may be photographed or videotaped and used in print or web publications. The CCWauk uses photos and videos taken at church events so that members and guests can celebrate God's grace at work, and visitors can learn what to expect. However, because the dissemination of photographs and videos online cannot be tightly controlled, it is our policy to protect the privacy of church members and guests, their children, minors, and other individuals whose images we publish. When using photos or videos of the CCWauk events, we follow these guidelines:

1. If you are an adult, your image may be used for any print or web publication of the CCWauk unless you fill out a **Media/Image Use Opt-Out Form**. (Please contact Communications if you have trouble accessing this form online).
2. We will not put names in captions with photos, except for clergy, staff or other adult members who have given expressed written consent.
3. We will not use images of any child outside of a group shot unless, and until, their parent or guardian fills out the **Media/Image Use Permission Form**. The child's name will not be included with the child's image.

4. We will not knowingly use an image that would be embarrassing, objectionable or hurtful to anyone in the image.
5. We will gladly remove any image immediately upon request. If you see an image that includes you or your child and would like it removed, please contact the church office with the details, and it will be removed as soon as possible. You will be sent the **Media/Image Use Opt-Out Form** to keep your request on record so it will not happen again.
Please note: We cannot control images posted to sites that are not under the authority of the CCWauk staff.
6. If you have opted-out and change your mind, you will need to fill out the **Image Permissions Use Form** to opt back in.
7. If you submit images to be used by the CCWauk, you are giving the church the right to use the images in any kind of promotion for the church. These images must not contain any copyrighted material for which permission has not been received.
8. We will gladly provide credit, if desired, to the person who took a particular photo, and we will honor any copyright wishes or restrictions.
9. We will return any submitted physical photos when requested to do so.

COPYRIGHT POLICY

View the copyright policy on the [United States Patent and Trademark Office website](#).

OTHER INFORMATION

Press Release Communications – All press releases on behalf of the CCWauk are to be approved by the Communication Manager.

Emergency Communications – Emergency communications will be sent by the Communication Manager in conjunction with the Pastor and/or pastoral staff.

Technological Advances – Considering technology is continuously changing, we will update these Communication Guidelines as we continue to grow. If you have any questions or suggestions concerning these Guidelines, please email them to Communications at communication@ccwauk.org.

Prepare: Event Information Sheet

Thank you for taking the time to complete this sheet. The information you provide helps us to publicize your event in a strategic manner.

Name of Event

Please complete the following steps at least one month prior to your event:

STEP 1 Event approved
by whom? _____

STEP 2 Scheduled the event on the CCWauk calendar

Sponsored by (check one):

Prayer & Worship Formation School Stewardship

Hispanic Human Concerns/Outreach Other:

Type of Event:

Service Formation Fundraiser Prayer & Worship Other:

Parish:

St. William St. Joseph St. Mary St. John Neumann

Contact Name, phone and email: _____

Date of Event: _____

Location of Event: _____

Start and End time of Event: _____

Cost of admission: _____

Audience (who is it for?): _____

Describe the activity: _____

Number of responses to consider the event a success: _____

What is the hoped for experience of someone attending the event? _____

Additional information: _____

Please return to the Communication Office
communication@ccwauk.org
or
Vercelli House Communication Department
440 N Moreland Blvd
Waukesha, WI 53188

Review: Event Evaluation

Event Attendance

Total Attendees:
Regular Attendees:
Observations (i.e. audience, demographic):

When did you receive the most registrations or tickets sales (I/A)? Please circle.

60 days before	30 days before
2 weeks before	1 week before
day before	day of event

What forms of communication were used? Please circle.

Bulletin	Weekend Flocknote	Facebook	Announcements
Website	In person promotion after Mass	In person promotion at other events	
External Platforms	External Ad websites	Other:	

What would you keep the same? What would you change?

Keep:
Change:

What could have been done differently?

Was there any follow up material given or sent? Why or why not?

Amount Raised:

Please return a copy to the Communication Office
communication@ccwauk.org
or
St. William-Vercelli House
440 N Moreland Blvd.
Waukesha, WI 53188