



COMMUNICATIONS  
PASTORAL COUNCIL REPORT  
JANUARY 25, 2016

CMA – Goal 223K -----

Total Donors: 1172

New Donors: 223

Match \$21,956

Total Given as of Jan. 19 - \$ 204,551 - 92% - Progress Not Perfection!!!!

- Thanks to all who prayed, supported, called and donated ....
- To Our VERY Kind, generous parishioner who matched \$22k.....
- To all who prayerfully contributed especially those inspired to make a “new donation” to take advantage of the match. (If everyone does their part, it is amazing what the Holy Spirit can do!!)
- To volunteers who made close to 1k phone calls in December!!!! Including: Monica Ramich, Denise Bryan, Janet Mogab, Suzanne Flanigan, David Shaheen and Marcia Bovenzi.
- To our outstanding chair-persons: Karin and Kevin Spears.....
- Wrap up meeting and identification of best practices for 2016/17 CMA next week with Carol Wilke

**VM presentations** - Working with team on parish-wide presentations.

Planned Giving and Parish Annual Commitment Campaign

- Continued development of materials and processes based on sharing God’s love and being Christ to the World thru these endeavors.

**Welcome Centers and Refreshing Church Entrances**

Both works in progress.... Decision on Welcome Centers will determine approach to clean, inviting look to our church entrances. Centralized Welcome Centers are greatly needed to consistently, effectively share information with parishioners and guests.

**Christmas Communications**

Pre-Christmas Campaign:

- Charlie Brown “Good Grief” video purchased (\$12) inviting people to attend Christmas Liturgies
- Sent to 1458 SKT ParishSoft emails; 663 opens (that's 46.5%- and 108 watch the video - EXCELLENT
- Facebook ad (paid \$100): - 21, 252 people reached with 7K views as of 12/22/15

Christmas

- First Ever – Christmas Bulletin – 4 page special, invitation to occasional worshipers to return. Included “Sampling of 2016 Happenings” and NO vendor ads.
- 2016 Parish Pictorial Calendar

Weekly Blast

- A consolidated FF and parish Constant Contact “News Letter” – Thanks to Colleen Trevisani

**Bragging Rights**

Subbed 3<sup>rd</sup> Grade Faith Formation --- loved it...

Presented at Teen Retreat after Christmas.... We have outstanding young people in our parish!!!!!!