

The webinar will start soon

**HOW TO WELCOME YOUR
PARISHIONERS BACK
TO MASS**

MARCH 24, 2021 | 1:00 P.M. CENTRAL



1



Catholic Fundraising Consulting
Annual Appeal Management
Parish Offertory Specialists
Catholic Social Media



2

Write down this password

"Omaha21"

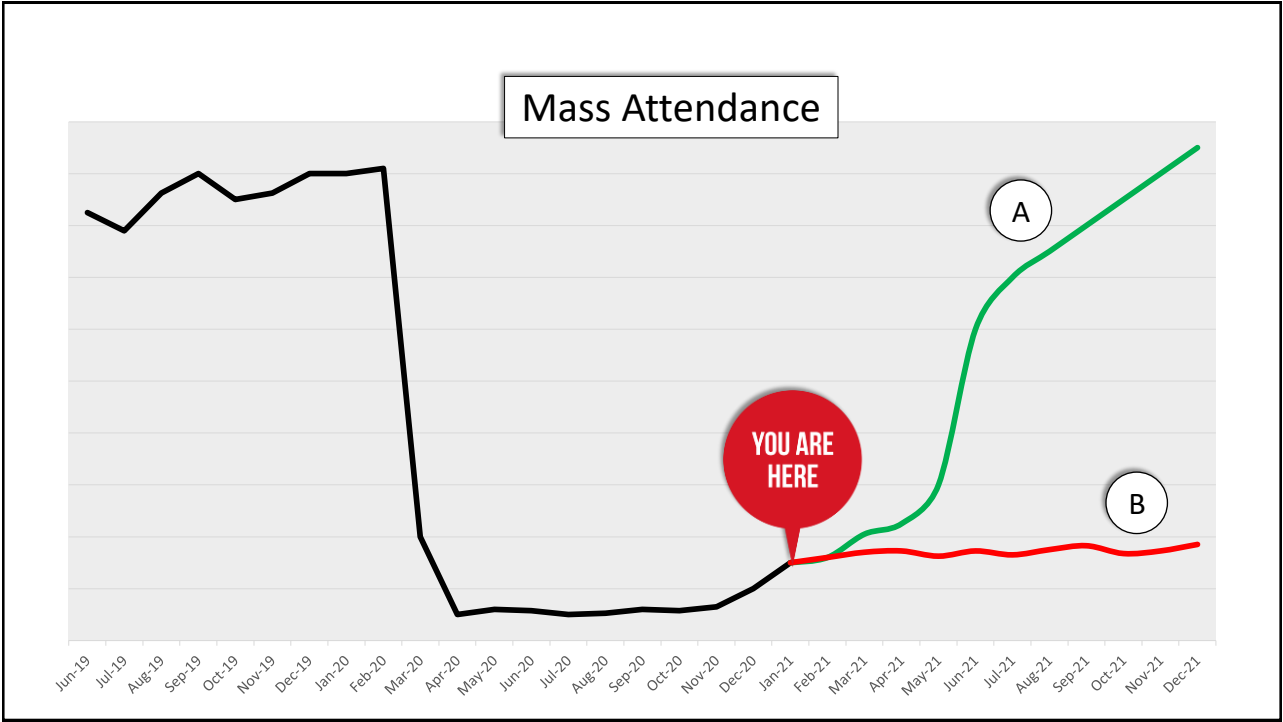


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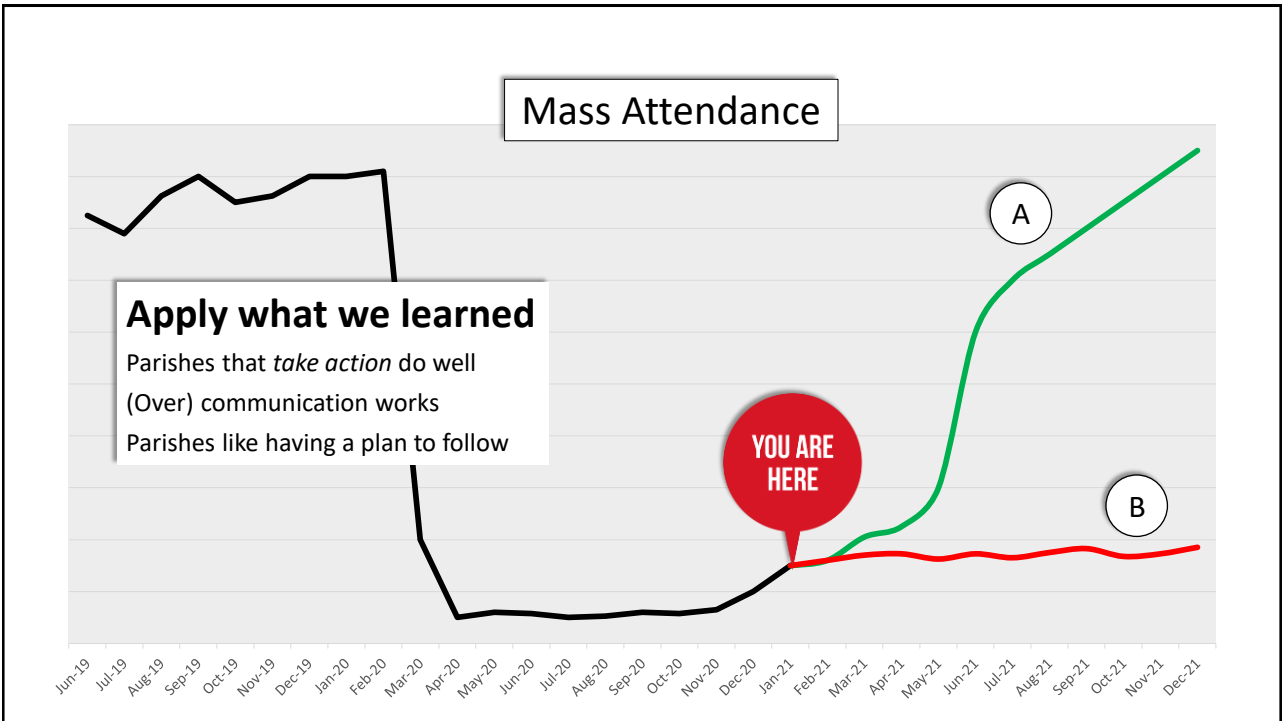
The Issue at Hand

.||PSG

4



5



6

Key Assumptions

PSG

7

Key Assumptions

People won't all just come back *on their own*



8

Key Assumptions

It's okay to *make adjustments* to the plan as we go



9

Key Assumptions

If we don't get this right, everything becomes more difficult



10

Key Assumptions

If we don't get this right, everything becomes more difficult



11

Key Assumptions

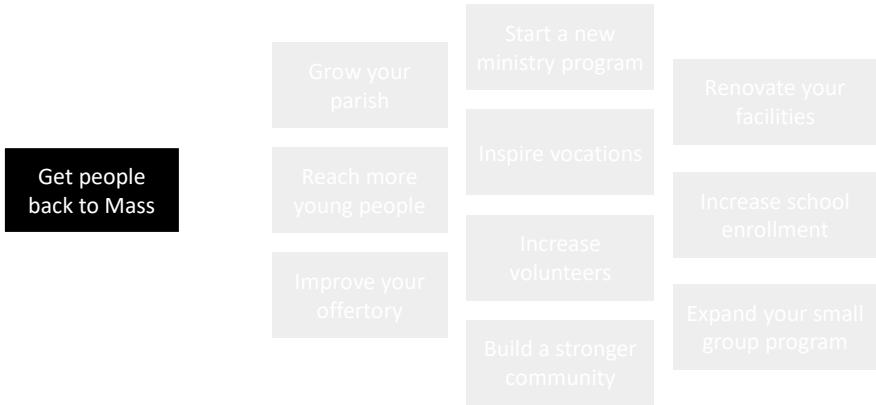
If we don't get this right, everything becomes more difficult



12

Key Assumptions

everything becomes more difficult

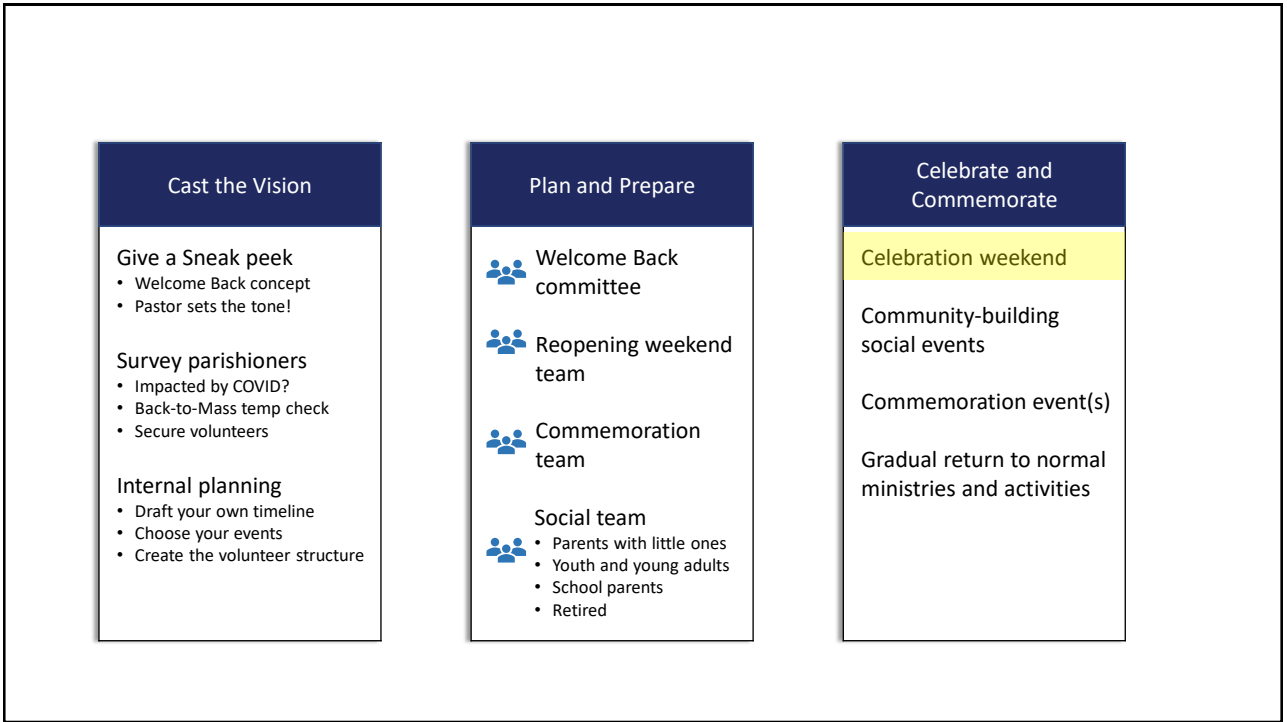


13

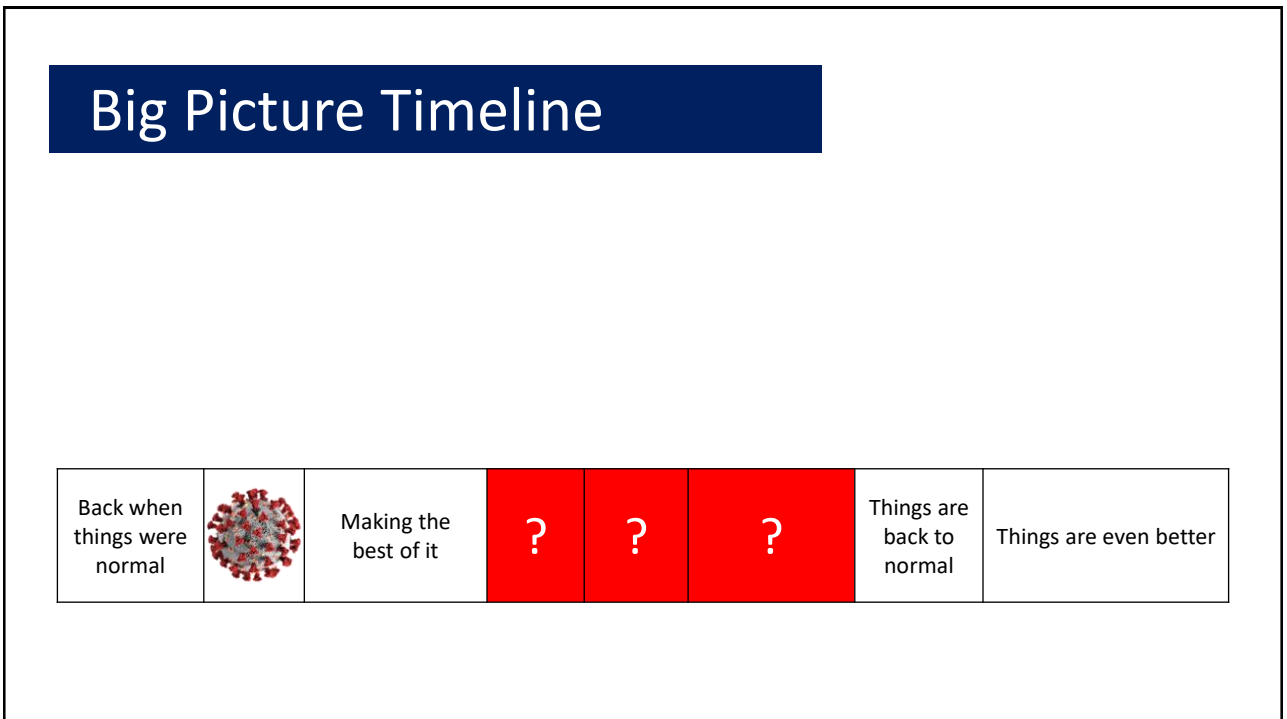
Big Picture Timeline

Back when things were normal		Making the best of it	?	?	?	Things are back to normal	Things are even better
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14



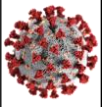
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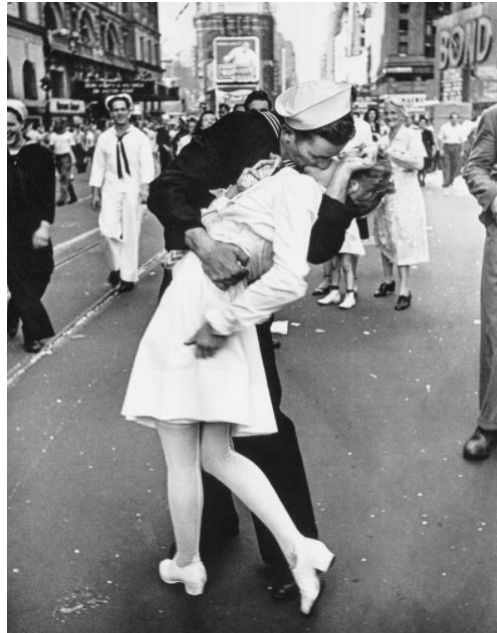
16

Big Picture Timeline

Celebration
Weekend

Back when things were normal		Making the best of it	Cast the Vision	Plan and Prepare	Celebrate, Commemorate	Things are back to normal	Things are even better
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17



18



19

The most important part
of this entire presentation

..PSG

20



21

Participation Activity	
Family Candle	
Time Capsule of Family Experiences, Prayers	
Remembrance Wall	
Decorate a Tile for Mosaic	
Family Picture Digital Collage	
Seeds for Parish Garden	

22


Participation Activity	
Family Candle	
Time Capsule of Family Experiences, Prayers	➔
Remembrance Wall	
Decorate a Tile for Mosaic	
Family Picture Digital Collage	
Seeds for Parish Garden	



The image shows two white ceramic time capsules resting on a wooden surface. The left capsule is inscribed with the date 'DEC. 18, 1893' and the right one with 'DEC. 18, 1955'. Both have decorative scrollwork below the dates. They are rectangular with a recessed top section.

23


Participation Activity	
Family Candle	
Time Capsule of Family Experiences, Prayers	
Remembrance Wall	➔
Decorate a Tile for Mosaic	
Family Picture Digital Collage	
Seeds for Parish Garden	



The image shows a wall densely decorated with orange hearts and small photographs of people. The hearts contain handwritten text, likely prayers or memories. The photos are interspersed among the hearts, creating a collage of family memories.


24

Participation Activity
Family Candle
Time Capsule of Family Experiences, Prayers
Remembrance Wall
Decorate a Tile for Mosaic
Family Picture Digital Collage
Seeds for Parish Garden



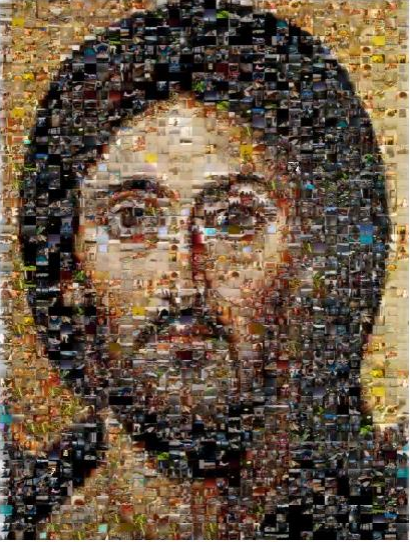
25

Participation Activity
Family Candle
Time Capsule of Family Experiences, Prayers
Remembrance Wall
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Family Picture Digital Collage
Seeds for Parish Garden



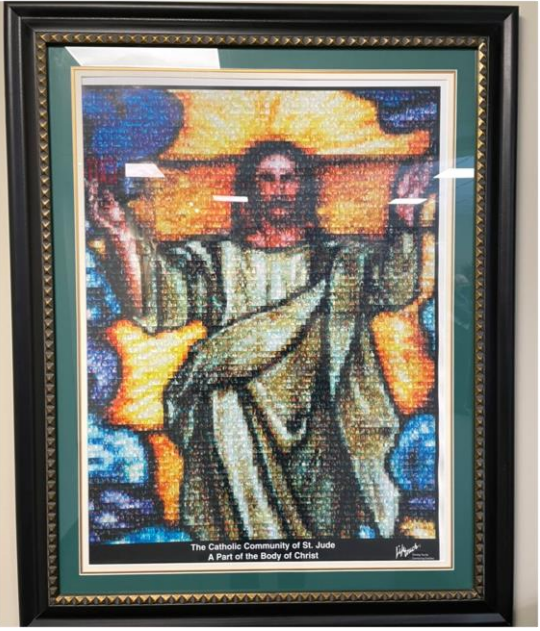
26

Participation Activity
Family Candle
Time Capsule of Family Experiences, Prayers
Remembrance Wall
Decorate a Tile for Mosaic
Family Picture Digital Collage
Seeds for Parish Garden



27

Participation Activity
Family Candle
Time Capsule of Family Experiences, Prayers
Remembrance Wall
Decorate a Tile for Mosaic
Family Picture Digital Collage
Seeds for Parish Garden




28



29

Participation Activity
Family Candle
Time Capsule of Family Experiences, Prayers
Remembrance Wall
Decorate a Tile for Mosaic
Family Picture Digital Collage
Seeds for Parish Garden



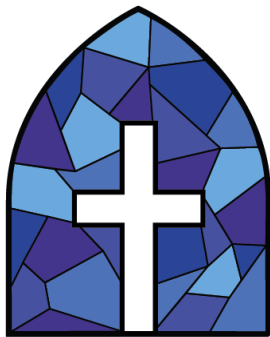
The image shows a white statue of the Virgin Mary holding the Christ Child, placed in a garden bed. The garden bed is filled with blue flowers and green foliage, and is situated next to a brick wall. The statue is the central focus of the image, and the garden bed is well-maintained.

30

The Month-by-Month Plan

..IPSG

31



**SAINT
SAMPLE**

32








	PARISH MINISTRIES	COMMUNICATION FOCUS	KEY ACTIVITY	EVENT IDEAS	STEWARDSHIP
FEB.	Continue livestreaming Masses, continue pandemic protocols as directed by your diocese & local health officials	Year in review, sneak peek at Welcome Back plan & post-COVID Send Back-to-Mass survey	Staff begins thinking about Welcome Back plan	Pastor livestream about what to give up for Lent	Pastor handwritten notes to top supporters
MAR.		Prepare for Easter, Easter Mass times & logistics	Lent Develop the parish's Welcome Back plan	Ministry volunteer brainstorm on Welcome Back activities	Focus on almsgiving & online giving, Lenten theme of stewardship
APR.		Introduce the Welcome Back plan, timeline & key activities flyer	Easter	Outdoor hymn sing-along, at-home Easter egg hunt	
MAY	Choir practice resumes Men's & women's groups resume	Phone calls to every family, inviting them to grand re-opening	Finalize the Welcome Back plan, prepare the Welcome Back family packets	Parish clean-up, campus maintenance, flower planting	Pastor handwritten notes to top volunteers
JUNE	Youth group resumes	We're back, time capsule & remembrance	Grand re-opening with Corpus Christi procession, Mass, parish picnic	Children's fair, scavenger hunt, outdoor movie night	Themed stewardship letter, promoting online giving through the summer Donations to memorial statue, painting or wall
JULY	Vacation Bible School	Follow-up about the time capsule	Time capsule ceremony	Parents night out, senior brunch, parish day of service	
AUG.		Thank you, update on the Welcome Back plan, upcoming activities		Trivia night, parish leadership & volunteer dinner	Lay testimonial message focusing on stewardship
SEPT.	Religious education, adult Bible studies, & RCIA resume		COVID memorial event: bless a new statue, painting or memorial wall	Bring a friend to Mass + Saturday night social	Pastor state of the parish letter
OCT.		Traditional Advent & Christmas communications (with all of the usual resources & assistance from PSG)	Stewardship renewal (time, talent, treasure)	Month of Rosary processions, cemetery clean-up, stewardship activity fair	Stewardship renewal message, prepare for year-end giving
NOV.	Advent activities		Night of reflection with adoration, reconciliation, speaker about grief	Traditional Advent & Christmas activities	Pastor handwritten notes to traditional year-end givers
DEC.	Normal Advent & Christmas		Advent & Christmas		Year-end appeal letter

33

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34

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35

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NOV.	Advent activities		Night of reflection with adoration, reconciliation, speaker about grief		Traditional Advent & Christmas activities
DEC.	Normal Advent & Christmas		Advent & Christmas		Year-end appeal letter



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Critical Communications



37

Survey your parishioners

38

Parishioner Survey



How are you and your family doing?

Did you lose a loved one during the pandemic?

Did you or a loved one lose a job or income?

Did you have to postpone a sacrament or rite?

39

Parishioner Survey



What concerns do you have about coming back to Mass?

What are your plans for coming back to Mass?

- I'm already attending in person*
- I'll be back as soon as I'm vaccinated*
- I'll be back as soon as the dispensation is lifted*
- I'll be back as soon as it feels like COVID is over*
- I'm not sure*
- Other...*

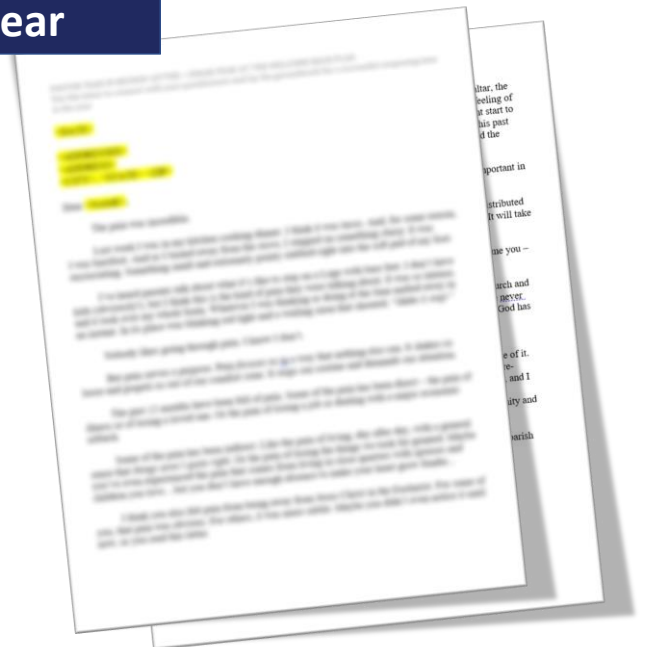
40

Send heartfelt letters

41

8 pastor letters to send this year

1. "Sneak peek" letter
2. Preparing for Easter letter
3. Re-opening letter + key events
4. Commemoration letter
5. Parish update letter
6. Stewardship letter
7. Year-end appeal letter
8. State of the parish letter



42

Do letters really work?

43



Fr. Peter Damien
St. Paul the Apostle

FACTOR YEAR IN REVIEW LETTERS • BREAK PEAK AT THE WELCOME BACK PLAN
Use this letter to connect with your parishioners and try the groundwork for a successful response later
in the year.

DATE
ADDRESS
CITY

Dear

I was
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and

with

St. Paul the Apostle

Was down \$20,000 in
offertory... *raised more
than \$50,000*

44


Post **DAILY** on social media

45



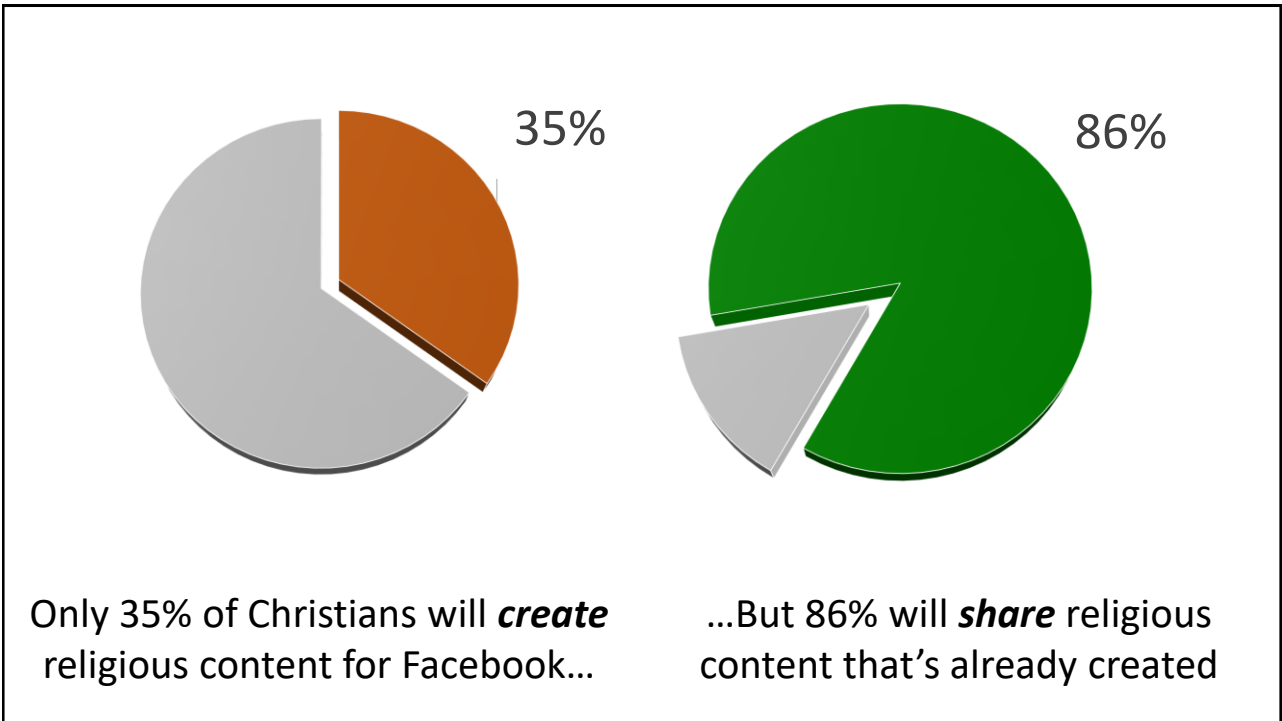
46

Parish Facebook Page	Change since March 2020	
Page Views	↑	+834%
Reach	↑	+162%
Engagement	↑	+402%
Video Views	↑	+996%
Followers	↑	+1906%



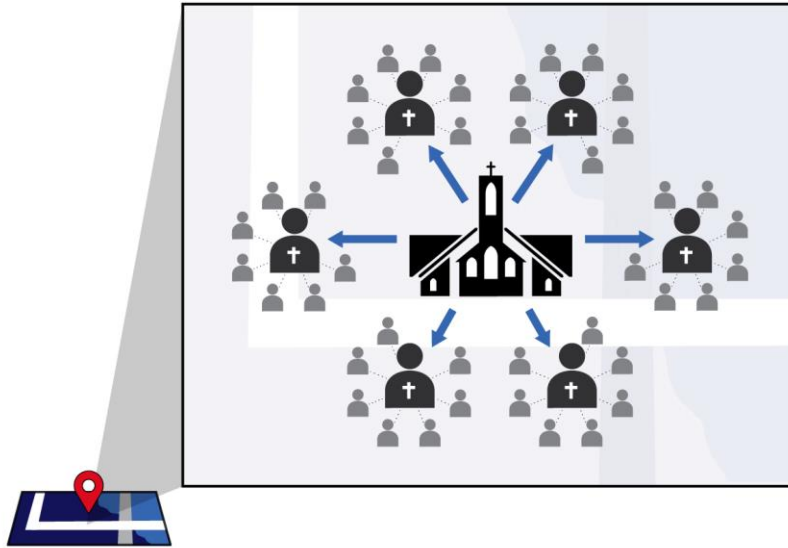
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47



48

The new (digital) evangelization



*Non-followers **near your parish** are prioritized when followers share

49

Does social media really work?

50

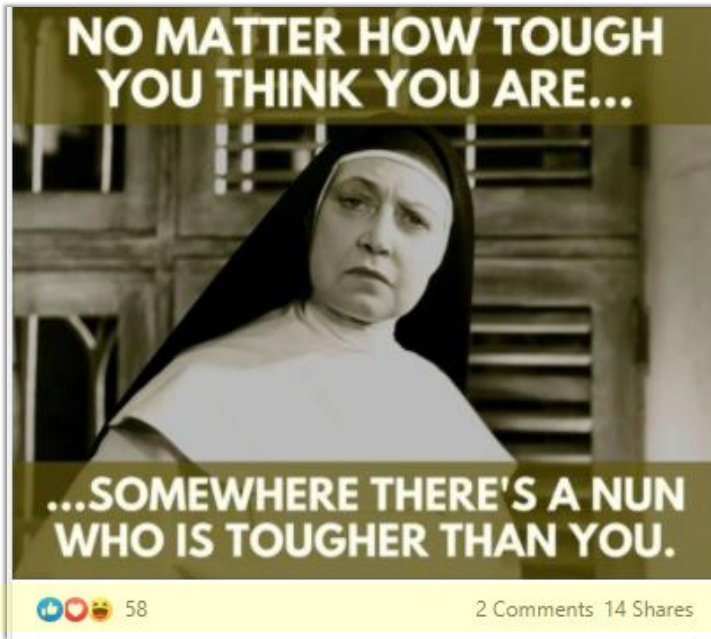


CATHOLIC SOCIAL+MEDIA

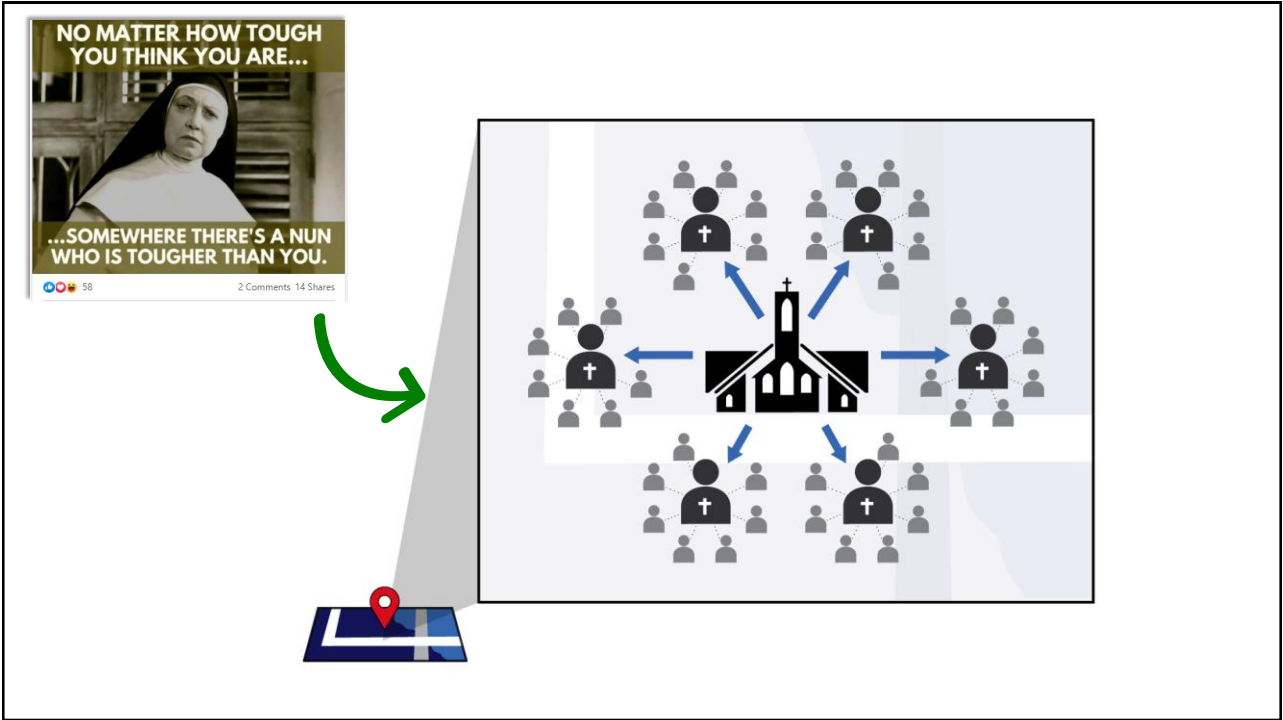
By Prenger Solutions Group

Cathedral of St. John Berchmans
Shreveport, Louisiana

51



52



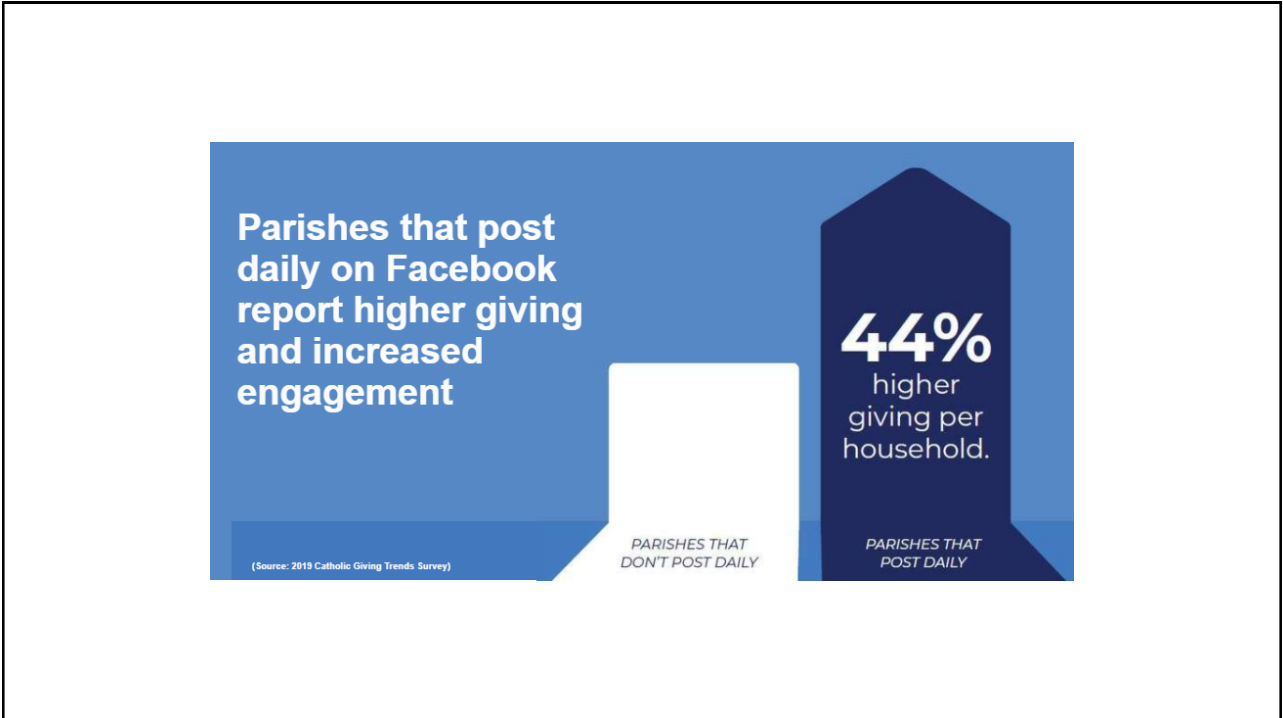
53

Average household giving is *6.4% higher* at parishes with an active Facebook page




54

54



55

Where do you go from here?



The slide has a solid dark blue background. The text 'Where do you go from here?' is centered in white. In the bottom right corner, there is a white logo consisting of three vertical bars of increasing height followed by the letters 'PSG'.

56

FACT

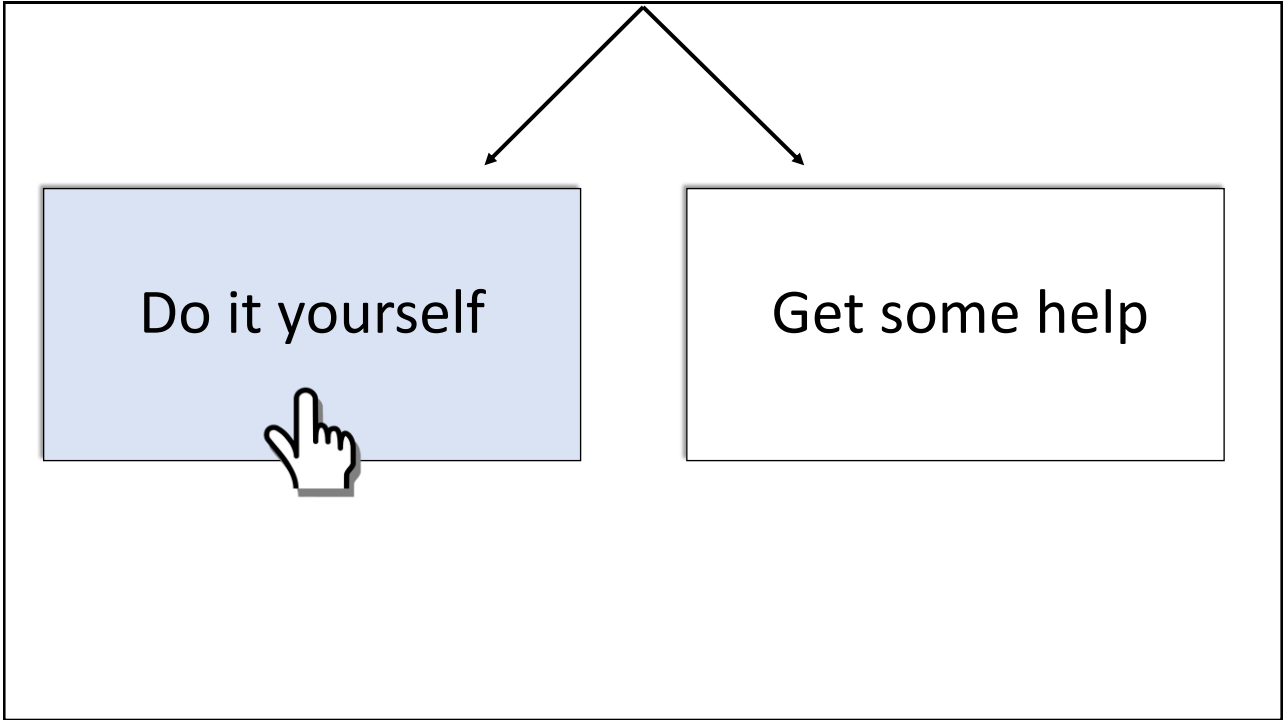
Parishes that *take action* and
over-communicate will have
success

57

↓

It's time to create
your plan and
materials

58



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PARISH WELCOME BACK PLAN
Sample Parish Timeline

	PARISH MINISTRIES	COMMUNICATION FOCUS	KEY ACTIVITY	EVENT IDEAS	STEWARDSHIP
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OCT.		Traditional Advent & Christmas communications (with all of the usual resources & assistance from PSC)	Stewardship renewal (time, talent, treasure) Night of reflection with adoration, reconciliation, speaker about grief	Month of Rosary processions cemetery clean-up, stewardship activity fair	message, press year-end giving
NOV.	Advent activities		Advent & Christmas	Traditional Advent & Christmas activities	Pastor handwritten notes to traditional year-end givers
DEC.	Normal Advent & Christmas				Year-end appeal letter

We'll email you a link

- Webinar recording
- Presentation slides
- Welcome Back guide
- Month-by-month plan
- Sample pastor letter

60

Cost to do this all yourself (next 12 months)



\$12,870

Cost to create 572 graphically-designed posts & videos each year at 90 minutes per post. Staff compensation rate of \$15/hr

\$2,500

Cost to create fresh fundraising letters, back to Mass plan and year-end giving materials. Staff compensation rate of \$25/hr

\$1,798

Avg. cost of video editing & design apps, licenses & stock photography

\$17,168

Total cost for the parish to do all of this on its own

61

Do it yourself

Get some help



62

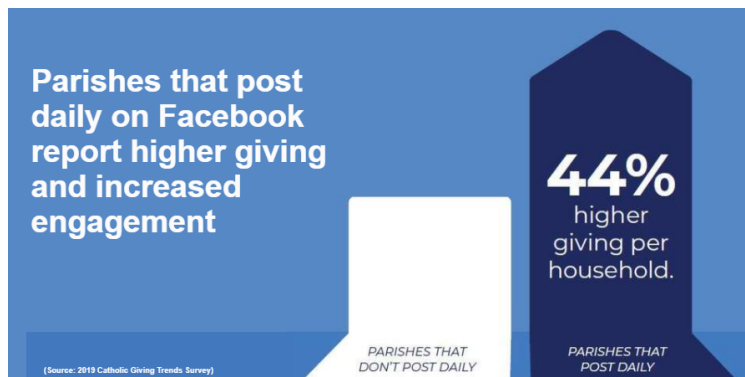
Get some help

PART 1	PART 2 April 8 Release	PART 3 June 8 Release	PART 4 September 8 Release
<ul style="list-style-type: none"> Daily Catholic social media content Weekly technology & ministry tips PSG Guide to the Welcome Back Plan St. Sample webinar slides + recording One page summary plan + resources outline Pastor handwritten notes to key leaders, vols, donors Pastor year in review letter + sneak peek at Welcome Back plan Back-to-Mass parishioner survey February & March event ideas Postcard with Holy Week Mass times & events Pastor letter preparing for Easter + almsgiving, online giving Children's Easter coloring book 	<ul style="list-style-type: none"> Daily Catholic social media content Weekly technology & ministry tips Pastor re-opening letter introducing the Welcome Back plan St. Sample one-page summary of Welcome Back activities & events Pastor re-opening email April, May & June event ideas Instructions for family Welcome Back packets & grand re-opening Phone call script & instructions Candle instructions & sample materials Celebration wall instructions & sample materials Time capsule instructions & sample materials 	<ul style="list-style-type: none"> Daily Catholic social media content Weekly technology & ministry tips Instructions for Time Capsule Ceremony & COVID memorial event Pastor "we're back" letter, invitation for memorial statue, painting or wall donations July, August & September event ideas Pastor update letter, focus on upcoming activities 	<ul style="list-style-type: none"> Daily Catholic social media content Weekly technology & ministry tips St. Sample Stewardship Renewal resources Pastor stewardship letter & resources Instructions for night of reflection October, November & December event ideas Advent family activity guide Children's Advent & Christmas coloring book Pastor year-end appeal letter Pastor state of the parish letter

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PART 1

- Daily Catholic social media content
- Weekly technology & ministry tips
- PSG Guide to the Welcome Back Plan
- St. Sample webinar slides + recording
- One page summary plan + resources outline
- Pastor handwritten notes to key leaders, vols, donors
- Pastor year in review letter + sneak peek at Welcome Back plan**
- Back-to-Mass parishioner survey
- February & March event ideas
- Postcard with Holy Week Mass times & events
- Pastor letter preparing for Easter + almsgiving, online giving**
- Children's Easter coloring book



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CATHOLIC

SOCIAL + MEDIA


By Prenger Solutions Group

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- 📖 Children's Easter coloring book

Why is St. Bernard of Clairvaux the patron saint of beekeepers and candlemakers?



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67

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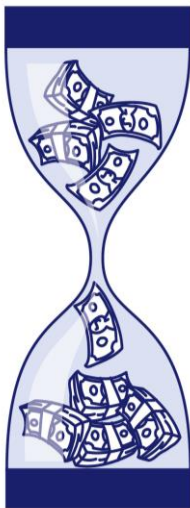
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Special offer



71

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\$2,500

\$1,798

Avg. cost of video editing & design apps, licenses & stock photography

~~\$17,168~~

Total cost for the parish to do all of this on its own

Just \$999 per quarter

✖ cancel any time

~~\$17,168~~ \$4,000

72

LIMIT 10 PARISHES

Sts. Mary & Ss.
Peter & Paul
Omaha ✓

St. Bernadette
Bellevue ✓

St. Patrick
Emmorn ✓

St. Mary
Bellevue ✓

Christ the King
Omaha ✓

St. Augustine
Winnebago ✓

Parish 7

Parish 8

Parish 9


Parish 10

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Access today's resources

PSG

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Inspire your families to return to Mass

Mass Attendance

YOU ARE HERE

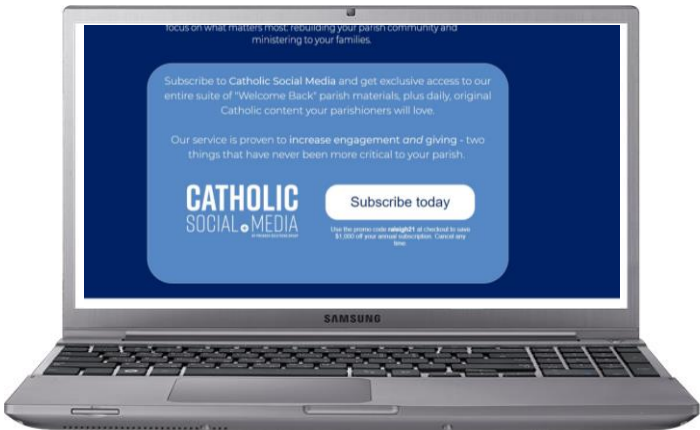
A

B

SAMSUNG

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focus on what matters most: rebuilding your parish community and ministering to your families.

Subscribe to Catholic Social Media and get exclusive access to our entire suite of "Welcome Back" parish materials, plus daily, original Catholic content your parishioners will love.

Our service is proven to increase engagement and giving - two things that have never been more critical to your parish.

CATHOLIC SOCIAL MEDIA


Subscribe today

Use the promo code **WELCOME1** at checkout to save \$1,000 off your annual subscription. Cancel any time.

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Webinar materials
Guide to the "Welcome Back" sites
Presentation slides
Sample monthly newsletter
Sample pastor letter
Webinar recording below

CATHOLIC SOCIAL MEDIA
The leading social media content service for pastors that are venting about growing and strengthening their communities.
Daily original social media posts that your parishioners will love to understand posts each week
Weekly tech and ministry tips
Custom report with analytics and personalized recommendations
Phone "Welcome Back" materials not included in the free trial

\$999 per pastor
All the daily original social media content your parishioners will love
Plus
All the materials for our "Catholic Welcome Back" step, including:
- Pastoral survey
- Monthly pastor letters and emails
- Graphically designed, customizable postcards, bulletin inserts & flyers
- Prayer stewardship and offering letters and materials

Start your 4-week free trial
No credit card required

Subscribe today
Our pricing is **one-time** - Cancel any time

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Questions & Answers



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Clear Path: Foundations

May 8th - Christ the King (Omaha)

May 22nd - Sacred Heart (Norfolk)

Deadline to register is May 2nd:

equip.archomaha.org/events



 **Archdiocese of Omaha**