A photograph of several white paper boats floating on a blue body of water. The boats are in various stages of being launched, with some partially submerged and others just starting to rise. The water is slightly rippled, and the boats are reflected on the surface.

MINISTRY/ORGANIZATION  
**MARKETING**  
GUIDELINES

REVISED JANUARY, 2017



# INTRODUCTION

## 0.0 THANK YOU

**Dear Ministry and Organization Leaders,**

These guidelines are not just another set of rules to follow. They are a framework to assist in your ministry and evangelization efforts to grow and enrich our faith community. They seek to address the procedural practicality of managing the promotional efforts of a diverse organization while providing a common direction for all our efforts.

God calls us to be fruitful and faithful. Think what we can accomplish together if we are speaking in a unified voice with unified purpose? That is what our branding provides. It is a platform upon which we can tell the story our parish. Each of you is responsible for writing a chapter.

Your stories will fold into the larger narrative of our community. Our combined story enables us to cast our nets wide to encourage people in our own pews and attract those on the outside. God willing, we may even bring those who have lost their way into His light.

Our faith community mission statement is defined as:  
*To meet people where they are on their voyage of faith  
and offer them opportunities to **know, share, and live** their faith.*

Our aim is to be an open and inviting parish that shares what we believe as Catholics and invites others to join us on our voyage of faith. Through this we are called to fulfill the basic mission statement of Christ's Catholic Church: To make disciples.

It is through your efforts and this framework that we will work to accomplish God's purpose for our faith community. Let's take this voyage together and in doing so, invite others to join us.

**God Bless**



**Fr Bob**

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# MARKETING

## 3.0 OVERVIEW

Our **Marketing/Communications Director** (MCD) is an internal consultant who here is to assist you and the many volunteers of our more than 60 ministries and organizations. His role is to help your group meet the promotional objectives of your ministry/organization while fulfilling your responsibility to our St Brendan brand.

A tall order for sure. Thankfully our MCD has **you** to rely on! You, who know our community and your ministries. You, who are open to new ways of doing things for the purpose of fulfilling our Christian mission. You, who are dedicated to the enrichment of our parish and school.

The MCD is here to **guide** and **empower** you to use the marketing tools and services outlined on the following pages to help promote your ministries and organizations.

Key Points for utilizing St Brendan Marketing/Communications:

**ALL materials must be submitted for approval by the MCD prior to production.**

Our MCD serves as a brand gateway to ensure consistency in our promotional messaging and materials.

In order to make the best use of our combined time and resources, the **MCD will determine ALL timelines and promotion lengths.**

**Marketing Consultations are available** to assist you with a variety of promotional services like direct mail, event promotions, social media, and more! Schedule time for a personal meeting or phone conference with **Jason Jourdan** at: [jjourdan@stbrendans.net](mailto:jjourdan@stbrendans.net)



# PROMOTIONAL

## 4.0 TOOLKIT

The MCD provides you with a variety of tactics designed to help you consistently and effectively promote your ministry or organization. Your Promotional Toolkit consists of the following:

### Parish Bulletin

- Our Bulletin offers many excellent promotional opportunities:
- Standard Announcement (basic promotional information)
  - Bulletin Ad (size subject to availability)
  - Ministry Spotlight (you supply a full-page article)

### Video Screens

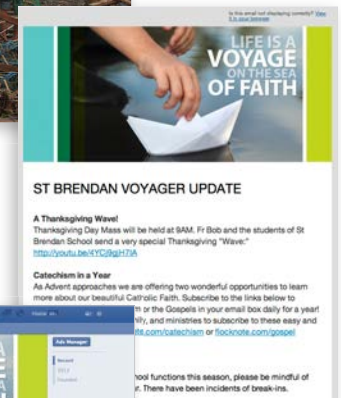
- Church Gathering Space Screens:
- Ideal for specialized announcements
  - Limited Availability

### Email Communications

- Flocknote Message System:
- Ministries/Organizations develop their own lists
  - Appointed Content Creators can target their messages
  - Attach Images, Videos, and More!
  - Polling Tools available
  - Contact Marketing/Communications for details...

### Social Media

- St Brendan on the Social Webs:
- Groups can appoint their own Content Creators
  - Once approved, Content Creators can post items
  - Groups are responsible for adhering to parish and diocesan social media policies



# PROMOTIONAL

## 4.0 TOOLKIT

### Banners

Displayed in Banner Stands in Gathering Space or School:

- 33 x 84" Banners
- Custom Design Available

### Posters

Displayed in Gathering Space Frames:

- 18 x 24" Posters
- Custom Design Available

### Event Promotions

Events involving both internal and external communications:

- Banners (for Banner Stands in the Gathering Space or School)
- Posters
- Bulletin
- Flocknote
- Website
- Social Media

### Marketing Services

Consulting and Services for Custom Promotions:

- Bulletin
- Email Communications
- Social Media Guidance
- Direct Mail
- Print Materials
- Event Promotions

