

Mobile Apps

As we continue to find better ways to continue to engage our parish community despite our physical separation, this week's parish engagement tips focus is maximizing parishioner's engagement through the use of your parish mobile app. Smartphones and the parish mobile apps are used by parishioners of all ages every day to connect. Through this technology, you have an opportunity to constantly and consistently connect which can yield positive engagement results. The use of the parish mobile app can be low maintenance and require less work than you may think. For more detailed ways to better use your parish mobile app, please reach out to your parish app provider for assistance and marketing materials.

STEP #1: Personalize your parish app

Assign someone the task of managing the parish mobile app on a daily basis. It is important that someone is responsible for this task.

All parish apps have similar tabs, so here are some ideas how to personalize some of them:

- Message
 - This is your most powerful tool and serves as your personal lifeline between you and the parishioner.
 - Use this tool to inspire, evangelize and keep parishioners updated, such as
 - Send a quote, a blessing or a reminder every morning;
 - Use it as a reminder for Masses or other virtual events and opportunities to connect;
 - The more you use this feature, the more you will drive the parishioners to use the parish app.
- Giving
 - Verify that you have the correct online giving link;
 - Add a Stewardship quote related to giving as well as a "call to action" that genuinely expresses the "why" in making the gift;
 - Ensure that an automatic personalized Thank You message is sent to all those who make a donation.
- Calendar
 - Post all your activities on the parish mobile app calendar, such as posting all the virtual group meetings, Adoration, Novenas, Stations of the Cross, Divine Mercy Chaplet;
 - People want to know what is going on.
- Groups
 - Another powerful tool;
 - Target specific groups of people such as ministries and inspire them;
 - Allow parishioners to interact through the use of this part of the parish mobile app.
- News
 - Post ALL news and updates;
 - This is a great place to post messages from the Archbishop, Florida Catholic articles and more.
- Mass times
 - Use this for your current livestream mass times;

- Once we go back to normal than change it, but for now let people know daily and Sunday livestream mass times, Chaplet of Divine Mercy, Adoration and any livestream service.
- Prayers
 - Personalize a set of prayers for your parishioners;
 - Be sure to include Act of Spiritual Communion Prayer for easy access
- Links
 - This is an underutilized tool;
 - Add links to all your virtual services;
 - Add link to your webpage; and
 - Add link to the Archdiocesan webpage.
- Parish Information
 - Provide office hours;
 - Contact information; and
 - Information regarding special services, etc.

STEP #2: Promote the mobile app and get ALL your parishioners to use it

- Ask your Parish app provider to send you marketing info for your parishioners;
- Send every parishioner an email and text message with the link to the mobile app and how to download it;
- Announce it on your webpage with instructions how to download it; and
- Announce it in the bulletin.

The more the parish uses the parish mobile app, the more your parishioners will use it. If they find it useful and helpful, they will continue to use it.

If i can be of assistance in this process, please let me know. A couple weeks ago, we sent information about parish mobile app companies. If you would like to get that information again, please feel free to contact me. We are here to help in any way that we can. Be assured of our prayers for you all.