

## THE PHONE TREE

Below please find steps on how to create a phone tree at your parish:

### STEP 1

Download (or create) a list of parishioners with current phone numbers for all those you want the phone tree to reach.

*Please note:* this list could include everyone in your parishioner database, former parishioners, potential members such as visitors, neighbors, etc. Be sure to include as many phone numbers that you have listed as possible to reach as many people as possible.

### STEP 2

Identify several Parish Ambassador(s), or if you have a Stewardship Council, to lead this effort.

*Please note:* you would like one ambassador for about 50 people. Therefore, determine how many phone numbers you have, divide by 50 and you will be able to ascertain how many ambassadors you should have.

### STEP 3

Parish Ambassador(s) should each recruit and lead up to five (5) parishioner volunteers- this will create one "key group"- to assist them with their assigned list of 50 people.

### STEP 4

Disseminate the message you want to make through the phone tree to the parish ambassadors so they can share with their key group volunteers.

*Please note:* provide them with an overall vision and goal for the phone tree/call but do not provide an exact script so it doesn't lose its ingenuity.

### STEP 5

Each member of each "key group" will be assigned 10 or more people to call from their parish ambassadors' assigned list.

*Please note:* each member of the key group should take detailed notes of their calls (i.e. date, time, description (spoke with or left message), etc.) and report back to their parish ambassador.

### STEP 6

Keep in constant contact with your Key Group members and ask them to share the updates on their list of assigned parishioners to call.

### STEP 7

Continue to connect with the parish ambassadors and encourage them to have their key groups keep in contact with their assigned parishioners. Consider an additional step of engagement by sending the parishioners a letter or card.

If you have questions or concerns or need assistance, please feel free to contact me at any time. Grace and I also continue to be available to all the parishes for their stewardship and parish engagement needs.