

## Positive Messaging

Being positive in tough time is easier said than done. We all know that. Mindset is everything – we need to help reject the negativity and embrace positivity. As such, how you communicate to your parishioners can make a world of difference. Here are some tips on how to shift your communications to be more positive:

After reviewing many of our parish websites, I noticed that the message reads negatively, such as “We are closed until further notice.” I strongly encourage parishes to shift their message to a more positive one. Here is an example (feel free to modify it to include your parish’s live-streamed or recorded Masses or link the Archdiocese of Miami website that lists information about the Masses, etc.):

*Due to the current pandemic and the directives of the CDC, the Archdiocese of Miami has suspended the celebration of Mass and other liturgies with a congregation. However, Masses will continue to be celebrated, and we encourage you to participate in daily and Sunday Masses that are live-streamed or recorded throughout the Archdiocese of Miami.*

### **Connecting with the Faithful**

Now, more than ever, we are *all called to walk with our parishioners* and focus on connecting with our community. In times of crisis, fear and anxiety, people look to the Church for guidance and leadership. In our efforts to assist you in maintaining parish engagement through these uncertain times, **you (Pastors) play a critical role in parish engagement.** Last week, we suggested the phone tree which is a wonderful tool for parish engagement, peer-to-peer. However, that alone is not enough. **Your parishioners, especially with those who have been most engaged in the parish through their time, talent and treasure, want to hear from you.**

Step 1: determine who are those who have been most engaged with the parish (through the use of their time, talent & treasure)

Step 2: make personal phone calls to them

- Show we care by checking in to see how they are and see if they need anything
- Be transparent and truthful
  - Let them know that although we are not having public services the church is open and we are still giving virtual masses, holy hour, prayers. Let them know what you are doing.
- Thank them for their continued support/ or if they haven’t been giving, ask them to continue their support
- Make giving easy by inviting them to give electronically
- Show them your gratitude for their continuous support, not only now but for all they have done over the years

Step 3: Follow-up with a personal email. Keep them updated of events, be transparent, reassure them that your parish is still an active community of faith.

### **Messaging through mail**

Given that Easter is Sunday, it is a great time to send a card or letter in the mail to your parishioners wishing them a Happy Easter, etc.

