

# PARISH ROLL-OUT PLAN



# Evangelus

**PRO**



# Evangelus

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**THANK YOU** for choosing Evangelus. This document is intended to be a helpful guide on how to best roll-out Evangelus at your parish. In the context of this discussion, the word ‘promotion’ means encouraging parishioners to sign up to receive emails or text messages from the parish.

Promotion, and marketing in general, is an ongoing process; it is not a one-and-done deal. To effectively collect parishioner information, you will need to encourage your parishioners several times to sign up.

We have broken up this process into three different sections. The first is how to prepare for parish-wide promotion. The second, your first week of promotion. The final section discusses the on-going promotion.

We encourage you to take advantage of the promotional material made available to you in this kit. If you haven’t yet talked to one of our support team members, please call and someone will help you with step one of this document, or with any other questions you may have.

**1-800-994-9817**



# THE CHECKLIST FOR SUCCESS!

## 1 - 2 - 3 - SUCCEED

Below is a checklist for you to use to roll out Evangelus in your parish. We simplified the process into three short sections: Prepare, Announce, & Promote. We recommend doing each task in the order listed below. The following pages of this document give context and explanation to each checkpoint. As always, if you have any questions, don't hesitate to call us. We are here for you. **1-800-994-9817**

SHORT URL: EVA.US/\_\_\_\_\_

ANNOUNCEMENT DATE: \_\_\_\_\_

IMPORT DATE: \_\_\_\_\_

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### 1 PREPARE

- Create Groups and Subgroups for parishioners to join
- Inform staff and group leaders of Evangelus
- Choose your announcement date
- Choose your import date

### 2 ANNOUNCE

- Insert Bulletin Announcement
- Deliver Mass Announcement
- Import Parishioner Information

### 3 PROMOTE

- Promote regularly with the channels listed below
  - Mass announcement
  - Bulletin announcement
  - Facebook post
  - Twitter post
  - myParish App message
  - Web announcement

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Below are explanations of the steps found on your checklist. Refer to this to better understand the importance and context of each step as it fits into your rollout plan.

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## **1 PREPARE**

Prior to announcing Evangelus at your parish, be sure to complete all the steps in this section.

### **Create Groups and Subgroups for Parishioners to Join**

When parishioners update their profile, they will be prompted to create an account online and choose what groups they would like to join. This is the perfect opportunity to promote parish groups and for people to opt-in and receive communications from you.

### **Inform Staff and Group Leaders of Evangelus**

The success of your communications relies on parish leaders communicating regularly with members. Making Evangelus available to group leaders to communicate with members is the best recipe for success.

Take time to think of the various groups in your parish, such as: Men's groups, women's groups, RCIA, Knights of Columbus, altar servers and sacristans, St. Vincent ministry, music ministry, book clubs, and so on.

### **Choose Your Announcement Date**

Your announcement date will fall on a Sunday. This important day is simply the day you make your first announcements to parishioners, encouraging them to create a profile and sign up for email or text messages. All your preparations should be completed prior to this day.

### **Choose Your Import Date**

Your import date should fall on the work week following your announcement. Parishioners will be expecting contact from you after your announcement. If you need assistance with your import, please call our office at **1-800-994-9817**.

## **2 ANNOUNCE**

### **Insert Bulletin Announcement**

Be sure to include your bulletin announcement for the weekend you plan to announce Evangelus.

### **Deliver Mass Announcement**

Prepare a Mass announcement for father to make after Mass on Announcement day. See our sample Mass announcements for guidance. It is important to let them know ahead of time that they may receive an email from your parish via Evangelus. Let them know it is not spam and encourage them to register for future communications from your parish.

### **Import Parishioner Information**

We highly recommend working with our team to help with your import. We have tools in place that verify all email and cell phone numbers. We have found that every parish has a lot of bad information which would have otherwise gone unnoticed. Call our office to run an import of parishioner information into Evangelus. **1-800-994-9817**

## **3 PROMOTE**

After announcing Evangelus, you will regularly promote and encourage people to sign up for your parish communications. Be sure to use all channels at your disposal. We have provided sample messages for you to use as well as graphics. Feel free to personalize to your parish and make relevant to your community.



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## **MASS ANNOUNCEMENTS**

Below are two suggested Mass announcements. We recommend customizing and personalizing these messages to your parish.

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### **LAUNCH SUNDAY ANNOUNCEMENT**

We are excited to announce the parish has adopted a new way to keep you connected to the life of the parish. This week you may receive a welcome message from the new system of our parish, Evangelus. This is not spam. We encourage you to open the message and follow the link to create a profile and select your preferred form of contact. There will also be groups for you to join. Take a moment to join groups which you are already a part of and see if there are any other groups that interest you. Feel free to join as many groups as you wish.

If you are not a registered parishioner here, you will not receive a message because we don't have your information on file. See the bulletin for how you can register your information. Of course, we recommend you register as a parishioner here in general. You can also follow us on Social media and download our parish app as well. See the bulletin for more information.

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### **FOLLOWING SUNDAY**

Last week we told you about a new program we are using to better serve you with messages about all the amazing things going on in the parish. If you have not received a welcome message via email, you can go to our website, Facebook page, or check the bulletin today to find a link to sign up for Evangelus. By registering and creating a profile, you can set your own preference for email or text messages. If you are a part of a group or apostolate here, you can join them as well. If you haven't received a welcome message yet, it is likely we do not have an email or cell phone number on file. See the bulletin for more details on how to join or stop by the parish office, and we can help.



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## BULLETIN ANNOUNCEMENTS

Below are various options for your bulletin. We have provided an option for the first week of promotion as well as bulletin announcements of various length for continued promotion.

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### ANNOUNCEMENT SUNDAY

**Stay Informed at {parish name}.**

We have adopted a new way of communicating with you. This week you may receive a message from the new system of our parish, Evangelus. This is not spam. We encourage you to open the message and follow the link to create a profile and select your preferred form of contact. There will also be groups for you to join. If you are a part of a group or apostolate here, go ahead and join.

If you have not received a message, visit [eva.us/{KEYWORD}](http://eva.us/{KEYWORD}) to sign-up and let us know if you prefer to receive emails or text messages from us.

You can also follow us on Social media and download our parish app as well.

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### FOLLOWING SUNDAY

**Stay Informed at {parish name}.**

If you are not receiving communication via email or text, visit [eva.us/{KEYWORD}](http://eva.us/{KEYWORD}) to sign-up and let us know if you prefer to receive emails or text messages from us. Follow the response to update your profile and select email or text message as your preferred form of contact. You can also find and join the groups and apostolates you're a part of.

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### SHORT PROMOTION

**Want to stay connected to the events of the parish During the week?**

Visit [eva.us/{KEYWORD}](http://eva.us/{KEYWORD}) to sign-up to receive emails or text messages from us.

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**Stay Informed at {parish name}**

Visit [eva.us/{KEYWORD}](http://eva.us/{KEYWORD}) to sign-up to receive emails or text messages from us.



## THE WORLD WIDE WEB PROMOTIONS

Below are sample messages you can use on your different digital channels: myParish App, Facebook, Twitter, and your website. Use them as is or make them your own. By changing a few words, these can easily be interchanged between the different channels as well.

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### GENERAL – SOCIAL MEDIA, PARISH APP, WEB

There are so many amazing things going on at the parish. Follow the link and tell us how to best send you messages so you won't miss out. Tap the link to register for emails or text messages: [eva.us/{KEYWORD}](http://eva.us/{KEYWORD})

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### MESSAGE MYPARISH APP

Enjoying myParish app? Tap the link to get messages sent from the parish via email or text message - you decide! – [eva.us/{KEYWORD}](http://eva.us/{KEYWORD})

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### POST ON FACEBOOK

You found us on Facebook! Now sign-up to receive emails or text messages from us. It helps us let you know what's going on and helps you get involved. [eva.us/{KEYWORD}](http://eva.us/{KEYWORD})

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### TWEET ON TWITTER

You found us on Twitter! Now sign-up to receive emails or text messages from us. It helps us let you know what's going on and helps you get involved. [eva.us/{KEYWORD}](http://eva.us/{KEYWORD})

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### UPDATE YOUR WEBSITE

Thank you for visiting our website. Stay connected to the life and happenings of the parish. Follow the link to sign up for emails or text messages. Click the link to join: [eva.us/{KEYWORD}](http://eva.us/{KEYWORD})



## EDITABLE, PROMOTIONAL MATERIAL

Actively encouraging people to sign up to receive communications from your parish is key to growing your Catholic community. Make it easy by utilizing the materials below to create consistent call-outs and reminders. Everything is editable in Publisher so you can update your custom website and text message keyword.

*\*It's very important to update the {KEYWORD} when you use a graphic. This makes it super easy for parishioners to sign up.*

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### BULLETIN COVERS

You will find three covers designed to grab people's attention. We recommend using one of the bulletin covers on the same weekend you make your parish-wide announcement. Consider leaving all other information such as your parish logo and date off the cover for that week. This provides a very clear call to action for the parishioners that week. Use these covers occasionally throughout the year to remind people of this opportunity.



SIGN UP TO RECEIVE  
*Email or  
Text Messages*

VISIT: [eva.us/{KEYWORD}](http://eva.us/{KEYWORD})  
or TEXT: {KEYWORD} to 55321

*Above is a sample of the promotional graphics available in your folder. Every graphic comes as a publisher file for you to update your keyword.*

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### PRINT MATERIAL

The print materials are small, quarter page, and half page-sized graphics designed to insert in your bulletin. We recommend using the best graphic for the space allotted and not resizing the image. Of course, these graphics can also be used outside of the bulletin. Even online!

You will also find full-page flyers that will grab people's attention as well as save on printer ink. You can use these flyers as handouts after Mass, during meetings, or inside your Sunday bulletin.

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### DIGITAL GRAPHICS

The digital graphics are various versions of the print designs for use on your website and social media accounts. This will keep your promotion consistent across all media. You will find general images and images specific to Facebook. These optimized images are intended for web use; therefore, we don't recommend using them for print.

\*The digital graphics are meant to get people's attention and do not include information on how to sign up. Be sure to include your custom URL ([eva.us/{KEYWORD}](http://eva.us/{KEYWORD})) and "text to 55321" message along with every post, so people can quickly join your contact list.