



Archdiocese of Milwaukee
Office of Communication
Parish Communication & Marketing Evaluation Tool

Parishes can use this document to evaluate the functioning level of their communication and marketing, implement additional measures and improve the effectiveness of their communication.

Essential

Staff/Communication Volunteers

A staff member or volunteer is responsible for parish communications. Duties include sending and responding to emails, bulletin editing, maintaining the website, etc.

Website

Parish website is regularly maintained, and Mass/confession times are prominently displayed on the homepage, as well as parish contact information. Website also includes clear instructions on how to become a member (preferably through electronic form) and a button encouraging people to donate/give to the parish on a recurring basis.

Mass and confession times are published on the archdiocesan website.

Parishioner Engagement

A list of parishioner names, addresses, emails and cell phone numbers, is updated on a regular basis. Information is kept secure, preferably on a church management system.

Mass/confession times are prominently displayed on all outside signage.

Social Media

Create a parish Facebook page that includes a few photos, Mass times and contact information including the website address and main phone number.

Advanced

Staff/Communication Volunteers

A communications staff person is responsible for a parish communications plan and executing communications.

Parishioners with professional communications experience have been identified and recruited as volunteers or committee members.

Each parish committee has someone responsible for committee communications and together they form the core of the communications committee.

Website

Parish website is maintained by a designated web administrator. The website is updated daily/weekly with a variety of content meant to engage, inspire and inform parishioners and visitors.

Social Media

An individual is designated to regularly post appropriate content on the parish Facebook or Instagram page.

Parishioner Engagement

Ongoing method (welcome kit) of gathering contact information of people in the pews, especially visitors, and encourage them to register as members, become recurring givers, join an email list, etc. Parish also provides Catholic Herald subscriptions to its staff, trustees and council members.

Digital communications (email, parish app, text to phone, and/or digital newsletter) on a regular basis to keep parishioners informed, formed and inspired.

Archdiocesan communication training participation and utilization of templates & materials, including bulletin ads, pass along cards, flyers, postcards, and prayer cards.

Strategic

Website

Parish website is improved for SEO and has a designated web administrator. Some analytics are tracked to evaluate website performance. Parish has claimed its listing on Google to help with search algorithm and ranking system.

Social Media

Multiple posts per week encouraging engagement.

Parishioner Engagement

A parish communications plan, developed by the communications committee and approved by the pastor/parish director and the pastoral council, details specific communications priorities. The plan is multi-faceted, including communications strategies for parishioners, potential parishioners, families, neighbors, community leaders and local businesses. It includes:

- Parish membership segmented into groups for targeted communications.
- Parishioner engagement targeted on an annual or semi-annual basis that includes demographics of its parish area.
- Regular touchpoints with parishioners and methods for ongoing feedback and involvement.