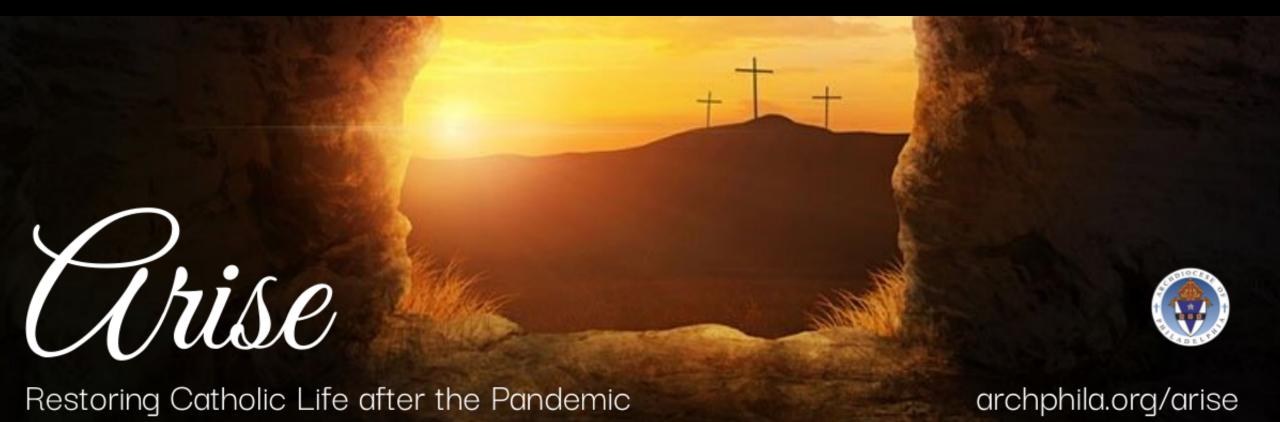
## How to Set Up an Effective Electronic Communications Plan on Short Notice

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# Why Mass Email / Text?

### During the pandemic and as restrictions lift...

- Easy way to tell parishioners what supports are available
- Enables rapid, accurate communication as information changes
- Makes access to your live-streams, online bulletin and online giving much easier for people

#### All the time...

This is how people get information now



- Mass emails
- Mass texting
- Text-to-join
- Sign-up forms
- User-friendly
- Catholic!



- Mass emails
- No texting
- Text-to-join
- Sign-up forms
- User-friendly



- Mass emails
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### Cost:

500 subscribers \$55/month

2500 subscribers \$115/month



### Cost:

500 subscribers \$42.75/month

2500 subscribers \$42.75/month



### Cost:

500 subscribers \$9.99/month

2500 subscribers \$29.99/month

# Two Things Needed

### Account

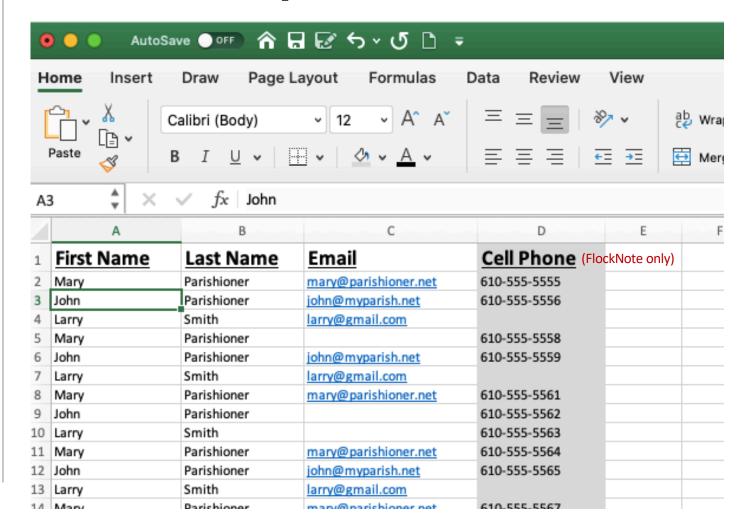




Other?



### Spreadsheet



# If you have emails in your parish database...

- **1.Export** an Excel spreadsheet of your parishioners from your parish database
- 2.Upload the Excel spreadsheet to your email list
- 3.Send your first welcome email!

Ask everyone to forward to fellow parishioners whose email you don't have. Include a link people can use to sign up for your parish email list.

# If you don't have emails in your parish database...

- 1. Start a new Excel spreadsheet with the correct columns
- 2. **Email** all staff and ministry leaders and ask them to send you as many names and emails as they have
- 3. Collect these on your Excel spreadsheet
- 4. **Upload** this spreadsheet to your email list
- 5. **Send** a welcome email

Ask everyone to forward to fellow parishioners whose email you don't have. Include a link people can use to sign up for your parish email list.

# How to Grow Your Email List

- Put a "Join our email lists" signup form on your website - link this to each page on your website
- Include a "Click here to join our email lists" link at the bottom of every email you send
- Later, you can do email collection campaigns through pew cards, phone calls, etc...

## Other Items

 Please read the "Tips for Mass Emailing" sheet on <u>archphila.org/arise</u>

Need financial assistance?
Need help getting started?
Our follow-up email will have both!