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

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Arise
Restoring Catholic Life after the Pandemic
archphila.org/arise
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
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- Mass emails
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<table>
<thead>
<tr>
<th>Service</th>
<th>500 Subscribers</th>
<th>2500 Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>flocknote</strong></td>
<td>$55/month</td>
<td>$115/month</td>
</tr>
<tr>
<td><strong>Constant Contact</strong></td>
<td>$42.75/month</td>
<td>$42.75/month</td>
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<tr>
<td><strong>MailChimp</strong></td>
<td>$9.99/month</td>
<td>$29.99/month</td>
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</tbody>
</table>
Two Things Needed

Account

Spreadsheet

Other?

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<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Email</th>
<th>Cell Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mary</td>
<td>Parishioner</td>
<td><a href="mailto:mary@parishioner.net">mary@parishioner.net</a></td>
<td>610-555-5555</td>
</tr>
<tr>
<td>John</td>
<td>Parishioner</td>
<td><a href="mailto:john@myparish.net">john@myparish.net</a></td>
<td>610-555-5556</td>
</tr>
<tr>
<td>Larry</td>
<td>Smith</td>
<td><a href="mailto:larry@gmail.com">larry@gmail.com</a></td>
<td>610-555-5558</td>
</tr>
<tr>
<td>Mary</td>
<td>Parishioner</td>
<td><a href="mailto:mary@parishioner.net">mary@parishioner.net</a></td>
<td>610-555-5559</td>
</tr>
<tr>
<td>John</td>
<td>Parishioner</td>
<td><a href="mailto:john@myparish.net">john@myparish.net</a></td>
<td>610-555-5561</td>
</tr>
<tr>
<td>Larry</td>
<td>Smith</td>
<td><a href="mailto:larry@gmail.com">larry@gmail.com</a></td>
<td>610-555-5562</td>
</tr>
<tr>
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<td>610-555-5564</td>
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<td>610-555-5565</td>
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<td>610-555-5566</td>
</tr>
<tr>
<td>John</td>
<td>Parishioner</td>
<td><a href="mailto:john@myparish.net">john@myparish.net</a></td>
<td>610-555-5567</td>
</tr>
</tbody>
</table>
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 archphila.org/arise

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