



PLANNING YOUR INVITATION

Assemble Your Planning Team

- Who should be on the team? Consider assembling a small group of people who have a gift for communicating effectively with warmth, joy and a Christ-centered mindset.
- Suggested resources to assist with your planning and brainstorming:
 - Watch the "[What if they don't come back?](#)" video by Dan Cellucci, CEO of the Catholic Leadership Institute
 - Watch the Revive Parishes course "The Foundations of Great Parish Communication" by Dan Rogers; See archphila.org/revive

Identify Your Audience

- This invitation is for everyone in the parish, with a special emphasis on those who, pre-covid, were attending Mass but who are no longer attending and may not return.

Plan Your Invitation

- Make a plan to "saturate the soil," using all communication outlets available to you such as personal invitation, a mailed hard copy letter from the pastor, phone calls, mass emails and texts, social media and adding messaging to your current livestreaming

In your communications, consider making these points:

- Acknowledge the difficulty of the pandemic
- Affirm the person's relationship with the parish, that they are known, loved and cared for
- Address the possible obstacles that prevent them from returning: fear, they got out of the habit, the convenience of livestreaming, their lack of awareness that anything is missing by not attending Mass
- Speak to the supreme good of attending Mass in person, how it enriches their lives, brings peace, etc...
- Examples can be found at archphila.org/nothingcompares