



## STEP 4: PREPARE COMMUNICATIONS PLAN AND CALENDAR

### 1. Prepare communications plan through late August

- Prepare your communications plan through late August. Consider electronic and traditional means:
  - Electronic: website, electronic communications, social media, and
  - Traditional: bulletin text/insert, pulpit announcements, and parish posters.
- Visit the Synod promotional web page [archspm.org/synodpromo](http://archspm.org/synodpromo) for promotional materials including:
  - Synod Overview, Year 2 (Synod Overview, Year 3 posted to web page later spring),
  - Parish Poster 2021 (posted later this spring),
  - Parish Editable Poster 2021 (posted August),
  - Bulletin announcements (which can also be used for pulpit announcements),
  - Videos and more.

### 2. Prepare a specific communication plan for the weekends in late August and September

- Prepare a specific communications plan for the following weekends:
  - August 28/29,
  - September 4/5 (Labor Day weekend),
  - September 11/12 (consider homily messaging and a testimony after Masses), and
  - September 18/19.
- Consider electronic and traditional means:
  - Electronic: website, electronic communications, and social media.
  - Traditional: bulletin text/insert, pulpit announcements, and parish posters.
- September 11/12 (first weekend after Labor Day)
  - Consider pastor homily messaging and a testimonial after all Masses this weekend.
  - Pastor homily messaging:
    - If possible, the pastor may incorporate the Synod Parish Consultation process with Small Groups into his homily.
    - He can briefly explain the Synod and expound on the value of participating in the small groups and giving feedback on the focus areas, and invite and encourage parishioners to attend the fall small groups.
  - Testimonial:
    - A testimony of a personal experience in a small group is a powerful and moving means of communicating the value of small groups and inviting and encouraging parishioners to attend.
    - Select a person (or couple) who is comfortable speaking at the podium, is relatable, and can speak from the heart about the value of their small group experience.
    - Review and approve the content and length with the speaker(s) prior to the testimony.