

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
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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

The screenshot shows a spreadsheet application window with a green title bar and a ribbon menu. The ribbon includes tabs for Home, Insert, Draw, Page Layout, Formulas, Data, Review, and View. The Home tab is active, showing options for Paste, font settings (Calibri, size 12), and text formatting (Bold, Italic, Underline). The spreadsheet grid has columns labeled A through F and rows numbered 1 through 14. The data in the spreadsheet is as follows:

	A	B	C	D	E	F
1	First Name	Last Name	Email	Cell Phone (FlockNote only)		
2	Mary	Parishioner	mary@parishioner.net	610-555-5555		
3	John	Parishioner	john@myparish.net	610-555-5556		
4	Larry	Smith	larry@gmail.com			
5	Mary	Parishioner		610-555-5558		
6	John	Parishioner	john@myparish.net	610-555-5559		
7	Larry	Smith	larry@gmail.com			
8	Mary	Parishioner	mary@parishioner.net	610-555-5561		
9	John	Parishioner		610-555-5562		
10	Larry	Smith		610-555-5563		
11	Mary	Parishioner	mary@parishioner.net	610-555-5564		
12	John	Parishioner	john@myparish.net	610-555-5565		
13	Larry	Smith	larry@gmail.com			
14	Mary	Parishioner	mary@parishioner.net	610-555-5567		

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!

