2021

Annual Outreach Plan

Insert Name of Parish

# Annual Outreach Plan

## Plan Overview

| Practice: | Name |
| --- | --- |
| Parish Pastor: | *Name of Parish Pastor to facilitate outreach* |
| Outreach Lead: | *Name of main parish outreach lead* |
| Eparchial Contact: | Ben Windsor, Communications Specialist, [Communications@eeparchy.com](mailto:Communications@eeparchy.com) |

## Parish Mission Statement

*Insert your overall Parish Mission Statement Here.*

## Our Parish

*Use this section to help understand your parish’s current strengths to provide outreach and lead more people to Christ.*

### Our Parish

*Write a statement for what makes your parish unique and special. Why should people in your community be active in your parish? What makes your parish life vibrant?*

### Current Internal Outreach methods

*List all your current outreach methods like your parish bulletins, posters, and mailing lists etc. that specifically reach people inside your parish.*

### Current External Outreach methods

*List all your current external outreach methods that reach members outside of your parish. This could be things like websites, live streams, social media accounts, posters, leaflets, and so forth.*

## Our Parish Team

List your parish leadership team that will be impacted by your outreach strategy and who will need a copy of this plan to understand how your parish plans on leading more people to Christ.

Youth Minister – *Name (Contact Information)*

Sunday School Director – *Name (Contact Information)*

Choir Director – *Name (Contact Information)*

Treasurer – *Name* *(Contact Information)*

Parish Council President – *Name (Contact Information)*

## Parish Annual Objective

### What is the desired outcome?

*Describe your annual objective(s) for your parish outreach. Do you wish to increase parish membership? Increase youth initiatives? Minister to the vulnerable in your community?*

## Our Parish Social Mission

*Use this section to describe how your parish will enact your social responsibility. Try to keep to one theme a year to be the most impactful. Working around poverty alleviation, mental health awareness, environmental concern, volunteering in the community, anti-bullying, and so forth could be an example.*

### Our Action Plan

*List how you will enact this social mission into your everyday parish life. Examples could include running food bank drives, collections, bulletin leaflets, volunteering together, bake sale fundraisers, presentations, and so forth.*

## Traditional Outreach Methods

*Use this section to plan your traditional outreach methods. Feel free to add other methods, remove the ones added, and change the current examples to better fit the size and needs of your parish.*

### Method #1: Bulletin

Purpose: *What is the purpose of your bulletin?*

Measurable Goal: *How will you know if your bulletin is successful with communicating?*

Something New: *What is something different you will try this year? (Example: We will add a section welcoming new visitors on the front page and add a section listing all volunteer opportunities)*

Timeline: *List the specific timetable you have for this project. (Example: Finish bulletin every Friday, and print bulletin on Saturday)*

### Method #2: Annual Appeal Letter

Purpose: *Ex:* *To ask parishioners to support a specific parish-wide initiative that will ensure the parish is vibrant.*

Measurable Goal: *Ex: To send 300 letters to our 300-parish membership.*

Something New: *Ex: We will hand sign each letter this year.*

Timeline: *Ex: Start draft of annual appeal letter on October 1 2021, finish letter by November 1 2021, mail out to parish membership by November 15 2021.*

### Method #3: Social Responsibility

Purpose: *\*insert information\**

Measurable Goal: *\*insert information\**

Something New: *\*insert information\**

Timeline: *\*insert information\**

## Modern Outreach Methods

*Use this section to plan your modern outreach methods. Feel free to add other methods, remove the ones added, and change the current examples to better fit the size and needs of your parish.*

### Method #1: Parish Website

Purpose: *\*insert information\**

Measurable Goal: *\*insert information\**

Something New: *\*insert information\**

Timeline: *\*insert information\**

### Method #2: Email

Purpose: *\*insert information\**

Measurable Goal: *\*insert information\**

Something New: *\*insert information\**

Timeline: *\*insert information\**

### Method #3: Social Media

Purpose: *\*insert information\**

Measurable Goal: *\*insert information\**

Something New: *\*insert information\**

Timeline: *\*insert information\**

## Parish Outreach Team

*Use this section to plan the roles and responsibility of your parishioners, try and spread out the tasks to get more parishioners involved in your overall mission.*

### Roles of Our Team

| Name | Role | Contact |
| --- | --- | --- |
| *John* | *Writes and prints bulletin* | *Contact Info* |
| *Mary* | *Runs Social Media Accounts* | *Contact Info* |
| *Joe* | *Coordinates Social Mission* | *Contact Info* |
| *Mary* | *Coordinates Website* | *Contact Info* |
| *Joe* | *Sends Email Updates* | *Contact Info* |
| *Mary* | *Runs Podcast* | *Contact Info* |
| *Joe* | *Creates Welcome Card* | *Contact Info* |

## Parish Identity

*Insert any other important information about your parish here. This could include:*

* Parish icon
* Parish colours
* Parish logo

## Parish Planning

### Eparchial Participation

*List all initiatives that may require assistance from Eparchy. Eparchial assistance could include:*

* Email [Communications@eeparchy.com](mailto:Communications@eeparchy.com) two weeks before parish events so the eparchy may help promote your event on social media.
* Email [communications@eeparchy.com](mailto:communications@eeparchy.com) to book appointment for assistance getting a parish website.
* Email [communications@eeparchy.com](mailto:communications@eeparchy.com) to book an appointment for learning about parish best practices for maintaining social media presentation.
* Apply for Youth Evangelization Fund
* Work with Social Mission Commission to provide an annual social mission presentation
* Work with Religious Education on catechesis program
* Ensure volunteers have done safe environments training

### Required Budget

* *List all tasks that may require parish expenses including events, printing bulletin costs, and website hosting costs. This information can more precisely be examined in your parish financial plans.*

### Our Basic Month-to-Month Plan

*Make a simple month to month plan you can glance over to assist when events will be happening.*

| Month | Important Tasks |
| --- | --- |
| March 2021 | *Ex: Bible Study starts, finish parish welcome brochure* |
| April 2021 | *Ex: Start collecting emails of parishioners* |
| May 2021 | *Ex: Finish annual appeal letter* |
| June 2021 | *Ex: Youth retreat* |
| July 2021 |  |
| August 2021 |  |
| September 2021 |  |
| October 2021 |  |
| November 2021 | *Mail out appeal letters* |
| December 2021 |  |

# Sign-Off

*Ensure everyone involved has read and understood your outreach plan by asking them to sign the document just to know they have read the document and understand any goals/responsibilities.*

|  |  |  |  |
| --- | --- | --- | --- |
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