

Communication Plan

Template Example

Audience	Message Type	Message(s)	Media	Date	Day of Week	Timing	Ownership	Status	Measurement
All Parishioners	Message from the Pastor	“My dear fellow parishioners, I pray this finds you well. Happy summer! In our gospel this weekend Jesus is traveling with his disciples when...”	Bulletin	Reoccurring	Sunday	N/A	Pastor/Communications Coordinator	Complete	15 extra bulletins left over
	Save the Date	“Please join our parish in celebrating the arrival of our new priest...”	Website	July 8	Monday	10:00am	Communications Coordinator	In Progress	TBD
	Parish Newsletter	<i>See files for newsletter attachment</i>	Newsletter	Reoccurring	Wednesday	12:00pm	Communications Coordinator	In Progress	TBD
	Weekly Parish Update	“At the start of the month, our parish was honored to have the opportunity to collaborate with our local city council to...”	Instagram Story	Reoccurring	Thursday	5:00pm	Communications Coordinator	In Progress	TBD
Youth & Young Adults	YYA Event Notice	“On Thursday, the YYA Ministry will be holding its annual...”	Instagram Post	July 11	Tuesday	12:00pm	Youth and Young Adult Coordinator/Communications Coordinator	Complete	80 likes, 3 positive comments
Senior Citizens	Biweekly Group Meeting Update	“The summer season is in full swing and so are our meetings here at...”	Facebook	Reoccurring	Monday	11:00am	Communications Coordinator	In Progress	TBD
			Bulletin	July 14	Sunday	N/A	Communications Coordinator	Not Drafted	TBD
Expecting Moms	Mother’s Ministry Diaper Drive	“Join us Thursday, July 18th in the parish hall for our July Diaper Drive!...”	Instagram Story	July 16	Tuesday	12:00pm	Mother’s Ministry/ Communications Coordinator	In Progress	TBD
	Mother’s Ministry Bimonthly Meeting	“The Mother’s Ministry will be meeting every other Monday in the main Pastoral building on campus...”	Bulletin	Reoccurring	Sunday	N/A	Mother’s Ministry/ Communications Coordinator	Not Drafted	TBD
Those in Need	Food Drive Weekly Message	“Please consider volunteering at our weekly drive-thru food distribution service to help assemble bags this upcoming week...”	Instagram Post	July 18	Saturday	12:00pm	Christian Service Ministry/ Communications Coordinator	Not Drafted	TBD
		“Our weekly drive-thru food distribution service needs volunteers of any age to help assemble bags this upcoming week...”	Bulletin	Reoccurring	Sunday	N/A	Christian Service Ministry/ Communications Coordinator	Not Drafted	TBD
Those Receiving/Seeking Sacraments	Reconciliation Time Reminder	“For those who wish to receive this sacrament during other times of the year, priests are available in the church on a daily basis, Monday through Friday, after the 8:30am Mass.”	Bulletin	Reoccurring	Sunday	N/A	Ministry Center/ Communications Coordinator	In Progress	TBD
	Confirmation Announcement	“Mark your calendars! Registration for next year’s confirmation will begin August 1st.”	Instagram Story	July 3	Wednesday	3:00pm	Ministry Center/ Communications Coordinator	Complete	295 viewers, 15 heart reactions
	Matrimony Course Prep	“We are pleased to offer a new marriage prep course to engaged couples. Please call the Parish Office for information. Six months advance notice is required. Marriage preparation is available in English or Spanish.”	Bulletin	July 21	Sunday	N/A	Ministry Center/ Communications Coordinator	In Progress	TBD
	Faith Formation for Children and Teens	“It’s time to register for Faith Formation classes 2024-2025— First Communion, Post Communion, Junior High, and Confirmation. Register online at...”	Facebook	July 26	Friday	5:00pm	Ministry Center/ Communications Coordinator	In Progress	TBD
Parish School News	General Updates	“As we approach the fall season, we reflect on the progress we made as a parish and school in the first half of the year...”	Bulletin	July 6	Sunday	N/A	Parish School/ Communications Coordinator	Complete	26 bulletins leftover

