St. Laurence Catholic Church

**PARISH COMMUNICATION TOOLS**

**DIRECTOR OF PARISH LIFE: Belinda Maldonado 281-980-9812 bmaldonado@stlaurence.org**

**COMMUNICATIONS COORDINATOR: Jason Garcia 281-980-9812 jgarcia@stlaurence.org**

**Your most EFFECTIVE communication tool is personal invitation. Any of the following communication channels may be EFFICIENT vehicles to assist you in promoting events, activities, meetings and attracting new members:**

**PARISH WEBSITE**

* Parish ministries/groups are responsible for refreshing and keeping their own web page up-to-date
* This is the first and most important place to put news; all other media points to website for info
* Contact Jason Garcia for assistance in managing your web page

**SUNDAY BULLETIN**

* Submissions are due to Jason & Belinda 12 days in advance of Sunday you want it to appear
* Bulletin covers are reserved through Jason at least 2 months in advance
* Full page flyers or long articles are reserved through Jason/Belinda at least a month in advance

**FLOCKNOTE**

* A parishwide Flocknote is sent each Wednesday to over 12,000 people
* Submissions are due to Jason 2-3 days in advance
* Contact Jason to set up a Flocknote group for your ministry

**SOCIAL MEDIA**

* Submit requests and photos to Jason for posts & events on parish Facebook, X and Instagram

**BANNERS & DIGITAL DISPLAYS**

* Digital displays around campus are updated weekly; contact Jason to promote your activity on screen
* Retractable banners for narthex and AMC must be approved by Suzanne Byrne and Belinda
* Contact Jason for specs and printer recommendations to create the banner

**FLYERS & TRI-FOLD BROCHURES**

* 8½x11 flyers and tri-fold brochures
* Space usually available; advise Belinda that you’ve got a flyer to put there

**MINISTRY HIGHLIGHT**

* One ministry highlighted each Sunday; contact Belinda to schedule your ministry
* Ministry representatives distribute info and answer questions at Hospitality Desk after each Mass

**TABLES ON THE PLAZA**

* Open to parish ministries and Catholic schools/organizations; limit 2 groups on plaza per Sunday
* Plaza reservations must be approved by Suzanne Byrne (sbyrne@stlaurence.org)
* Reserve with FUR through Nia Sepe (nsepe@stlaurence.org) at least 1-2 months in advance

**MASS ANNOUNCEMENTS**

* Brief announcement of most essential news offered at the end of Mass
* Submit requests to Belinda one week in advance

**LAY WITNESS TALKS**

* Lay speakers share their testimonies and invite parishioners to join them in their ministry
* Brief (3 minute) testimonials toward the end of Mass
* Contact Belinda to request this; upcoming year is scheduled in November

**CREATIVE SERVICES**

* We can assist you with content and creative development; please allow lead time for these projects