

The demo will start soon

CATHOLIC SOCIAL+MEDIA

BY PRENGER SOLUTIONS GROUP

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Today's Presenters



Nic Prenger
Founder and CEO
Prenger Solutions Group



John Rogers
Vice President of Parish Services
Director of Catholic Social Media



Mitch Fisher
Customer Success Manager
Catholic Social Media

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Mosaic of St. Thomas Aquinas

The Prayer of St. Thomas Aquinas

Grant, O merciful God, that we may **ardently desire**,
prudently examine,
truthfully acknowledge,
and **perfectly accomplish**
what is pleasing to you
for the praise and glory
of your name.

Amen!

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How we got here

CATHOLIC
SOCIAL•MEDIA

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**Parishes that post
daily on Facebook
report higher giving
and increased
engagement**

PARISHES THAT
DON'T POST DAILY

44%
higher
giving per
household.

PARISHES THAT
POST DAILY

6

Version 1.0

7

Version 1.0

I don't know
what to post

We don't have a
graphic designer

We don't know
when to post

We don't have a
comms person

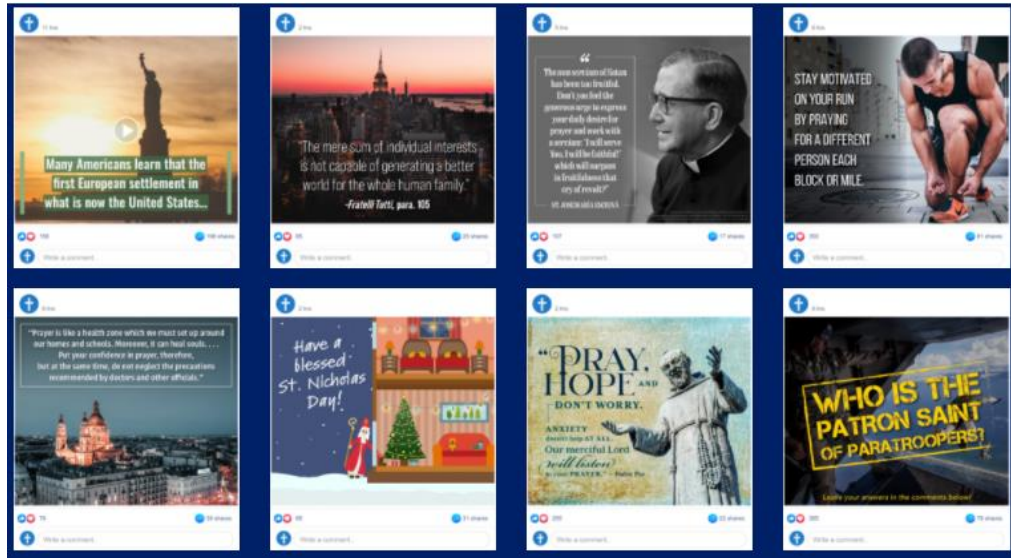
We don't have
any money

Father is
worried we'll
post something
controversial



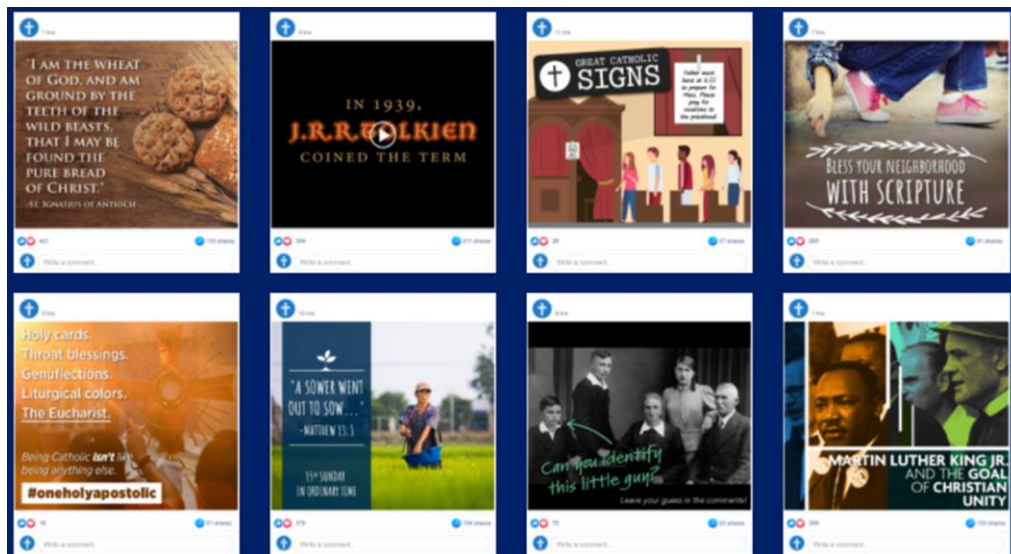
8

Version 1.0



9

Version 1.0



10

Version 2.0

11

Version 2.0

Can we have
videos?

Can you provide
training?

How about
Advent materials?

Can you help us write
a pastor stewardship
letter?

Can we do
Trivia Tuesday?

How about a
special series
on modern
saints?



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Version 2.0



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BY PRENGER SOLUTIONS GROUP

Daily social media content
Tied to the liturgical calendar
Fun, engaging and inspiring
Pastors love it
Parish staff love it
Parishioners love it

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Version 3.0

14

Version 3.0

Can we connect multiple accounts?

Our school wants to post content too

We're going to add Instagram

Can we post with just one click?

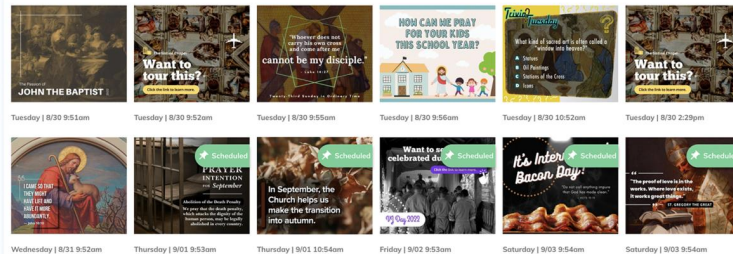
Can we get analytics across platforms?



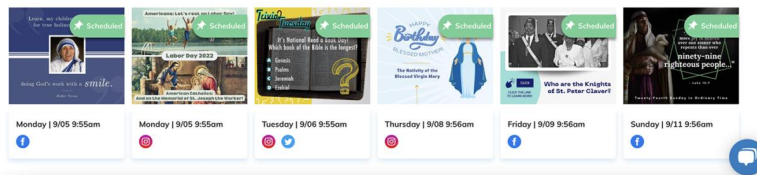
15

Version 3.0

This Week's Posts (August 29 - September 4)



Next Week's Posts (September 5 - September 11)



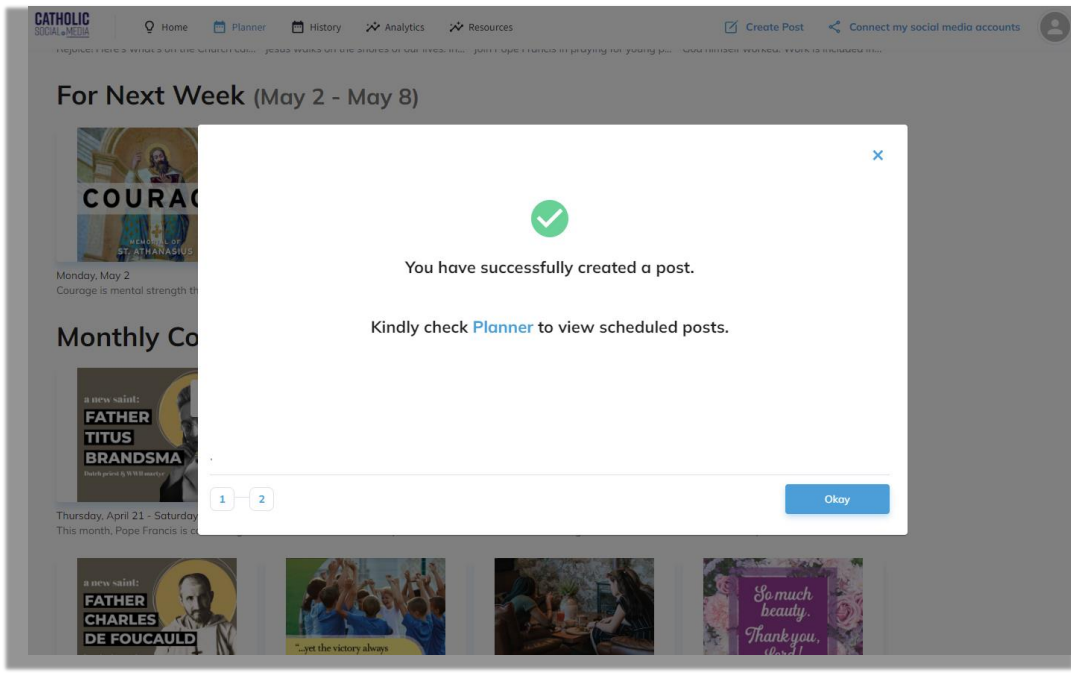
16

The screenshot shows the 'Create post' modal in the Catholic Social Media Planner. The background interface includes a navigation bar with 'Home', 'Planner', 'History', 'Analytics', and 'Resources', along with 'Create Post' and 'Connect my social media accounts' buttons. The main content area is titled 'For Next Week (May 2 - May 8)' and features a 'Monthly Calendar' with posts for May 2 (St. Athanasius), May 21-26 (St. Francis), and May 28 (St. Charles de Foucauld). The 'Create post' modal is open, showing a 'Text' input field with a character count of 419. The text describes the canonization of Father Titus Brandsma, a Dutch Carmelite and spiritual advisor to Dutch journalists, who was arrested by the Nazis and murdered in the Dachau concentration camp. The modal also includes a 'Download image' button and a 'Next' button.

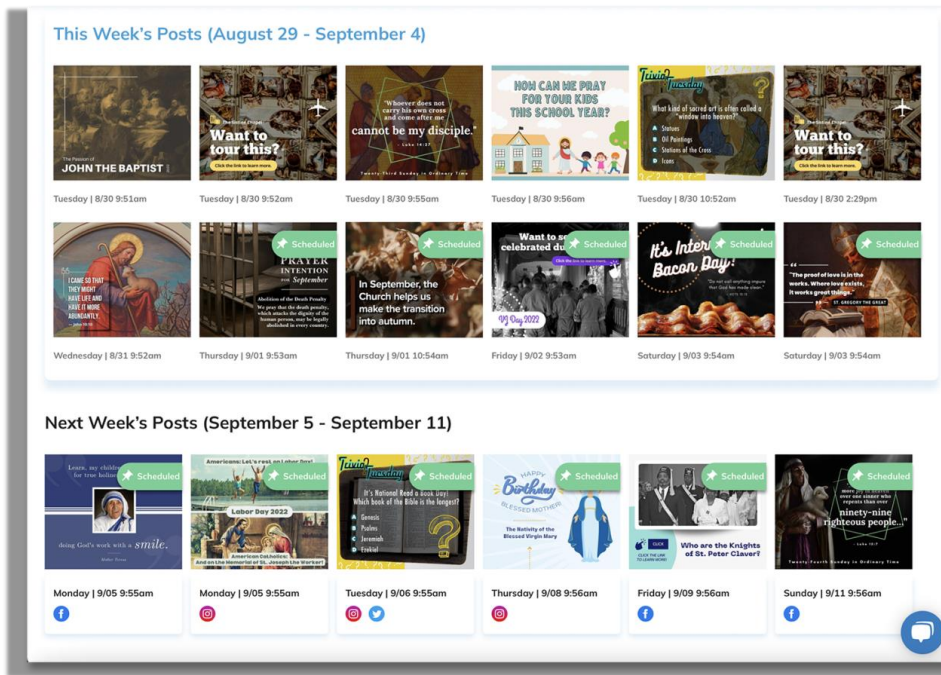
17

The screenshot shows the 'Channels and Scheduling' modal in the Catholic Social Media Planner. The background interface is the same as the previous screenshot. The 'Channels and Scheduling' modal is open, showing a 'Select Date' dropdown set to 'Thursday, April 21 2022' and a 'Select Time' dropdown set to '10 : 15 am pm'. Below these are checkboxes for various social media channels: All Saints Catholic Church (checked), St. Mary's Catholic School (checked), Father Mike's Twitter (unchecked), All Saints Catholic Church (checked), Alumni of St. Mary's (checked), All Saints Catholic Church (unchecked), and All Saints Booster Club (checked). A message at the bottom states: 'You select a past date, your post will be posted now.' The modal includes 'Back' and 'Publish' buttons.

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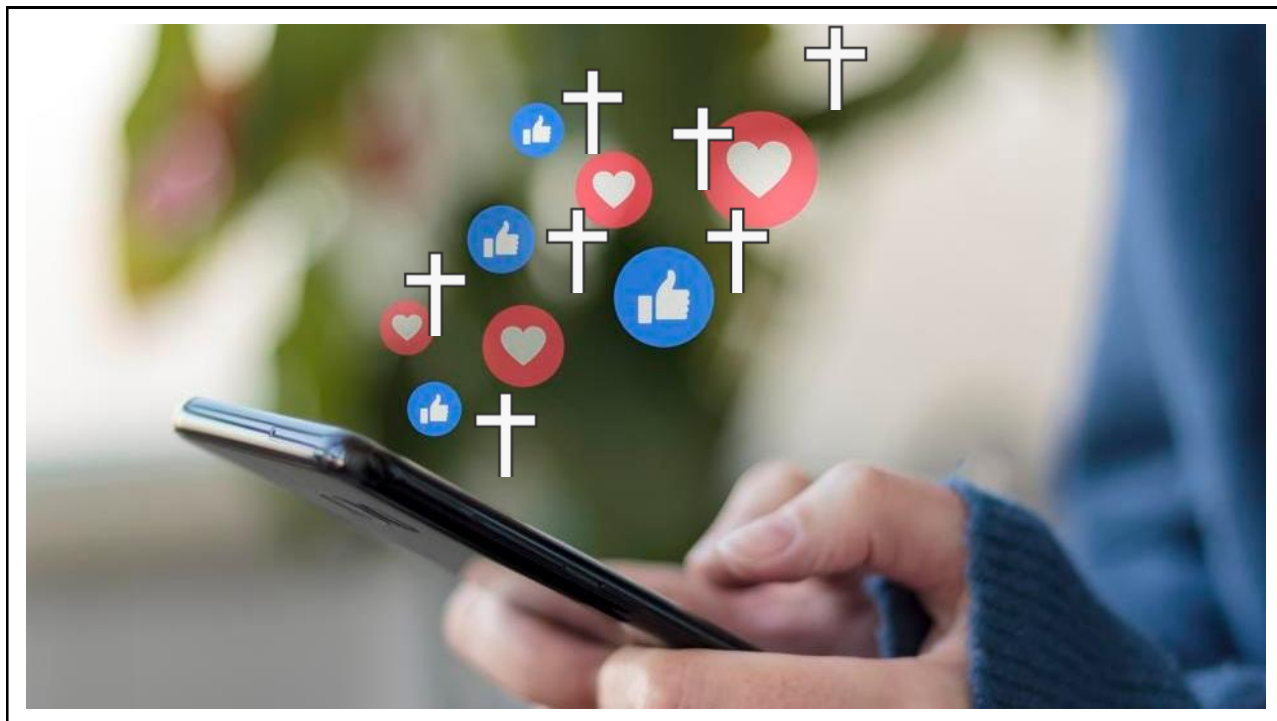


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Live demo

CATHOLIC
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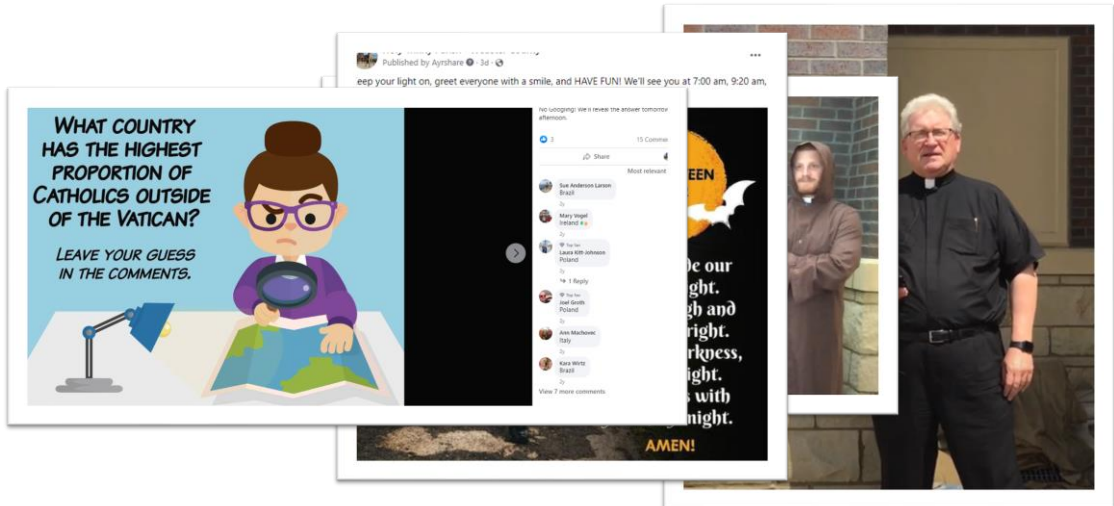
Parish case study – Holy Trinity of Fort Dodge, IA



CSM Subscriber
since April 2020

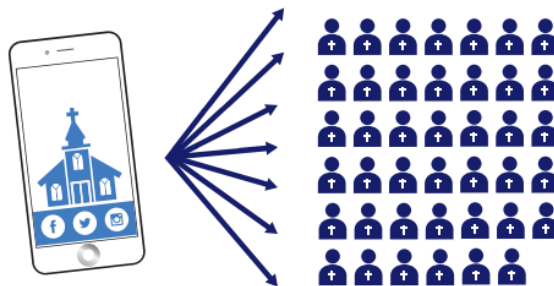
24

Parish case study – Holy Trinity of Fort Dodge, IA



25

Parish case study – Holy Trinity of Fort Dodge, IA

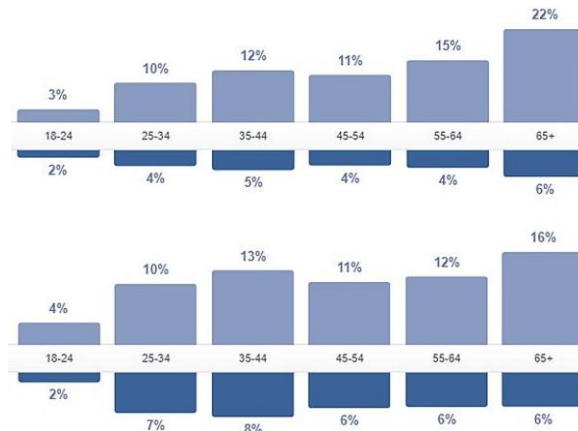


6,375 non-followers in your area
who saw parish content each month

26

Parish case study – Holy Trinity of Fort Dodge, IA

28% of Followers are 65+



...Trickling Down to Kids and Grandkids

27



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Parish case study – St. Paul the Apostle in Schenectady, NY



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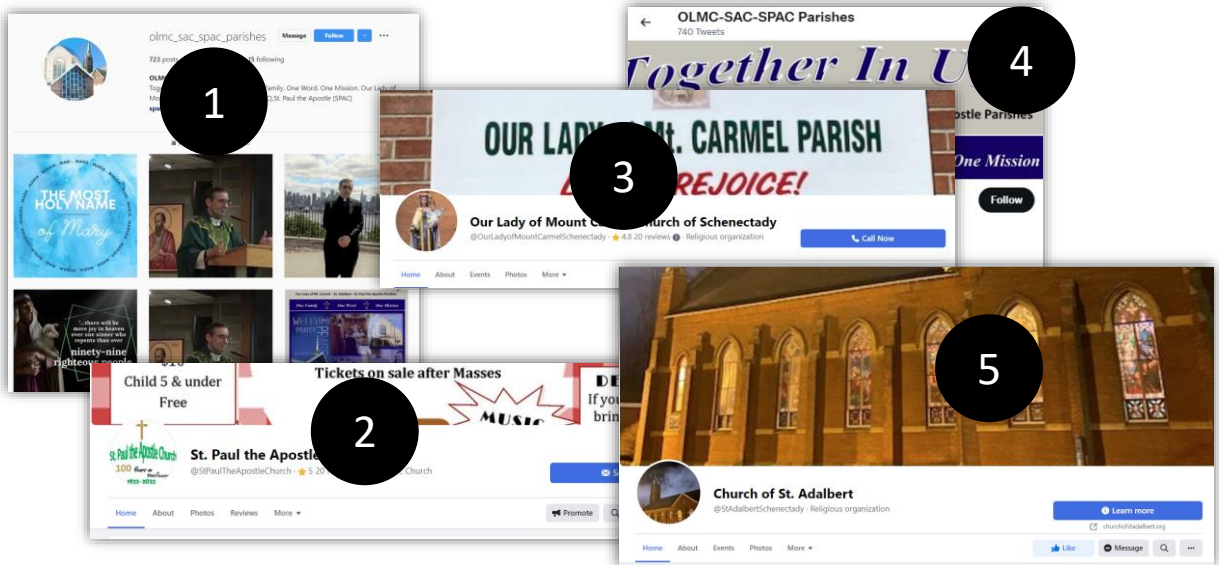
Parish case study – St. Paul the Apostle in Schenectady, NY



1200 parish
households between
3 campuses

30

Parish case study – St. Paul the Apostle in Schenectady, NY



31

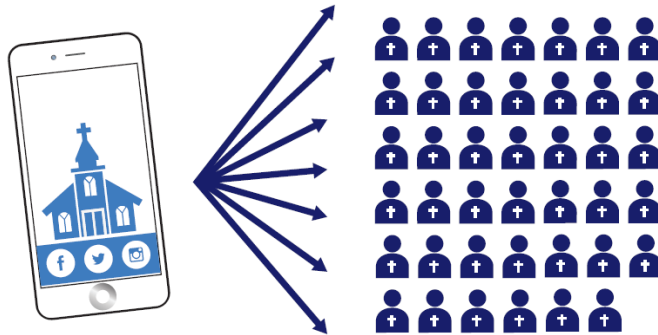
Parish case study – St. Paul the Apostle in Schenectady, NY



1816 followers across FIVE channels
(4 Facebook and 1 Instagram)

32

Parish case study – St. Paul the Apostle in Schenectady, NY



2,133 non-followers in your area
who saw parish content each month

33

Parish case study – St. Paul the Apostle in Schenectady, NY

St. Paul now has 616
more followers than
registered households

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Questions & Answers

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Pricing

CATHOLIC
SOCIAL•MEDIA

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Cost to run a great social media program

\$21,000+ per year
To create and design
everything yourself

COST SAVINGS TO THE PARISH PER YEAR	
Total staff hours saved.....	958
Cost to create 572 posts & videos each year Staff compensation \$18/hr.....	\$15,444
Cost to create fundraising letters, back to Mass plan, and year-end giving materials Staff compensation of \$25/hr.....	\$2,500
Cost for an average social media scheduler.....	\$2,148
Average cost for video editing & design apps, licenses & stock photography.....	\$1,798
Total cost for the parish to do this on their own.....	\$21,890

37

Cost to run a great social media program

\$21,000+ per year
To create and design
everything yourself

COST SAVINGS TO THE PARISH PER YEAR	
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Cost to run a great social media program

\$5,000 per year

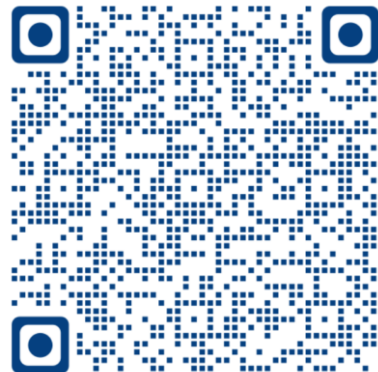
For our team to create fresh
content for you *every week*

Billed quarterly
\$1,250 every 3 months

39

Try it **FREE** for the next month

Limit 10 parishes
per diocese



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Subscriber Bonus

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Sample 2022 Year-End Offertory Plan

SEPTEMBER-OCTOBER

- CREATE YOUR PLAN**
Review all materials from Catholic Social Media, plan your year-end strategy, and set deadlines
- PREPARE YOUR ANNUAL REPORT**
Gather financial information, photos, and personalize the template to your liking
- SEND THE PASTOR OR FINANCE CHAIR UPDATE LETTER**
Lay the groundwork for your year-end giving promotion
- SEND THE ANNUAL REPORT**
Print and send the report by mail to active donors only
- PROMOTE THE ANNUAL REPORT**
Use the provided graphics to promote your annual report to all parishioners through social media and email (continue promoting through January 2023)
- SEND IRA GIVING POSTCARD**
Mail the postcard to all parishioners of retirement age

NOVEMBER

- SEND THE PASTOR YEAR-END GIVING LETTER**
Segment your letter and insert the year-end giving buck slip
- SEND YEAR-END GIVING EMAILS**
Send the segmented follow-up messages one week after parishioners receive the pastor letter
- BEGIN PROMOTING FAMILY ACTIVITIES FOR ADVENT***
Use the social media content provided and share three activities per week through the Christmas octave

NOVEMBER CONT.

- SEND THE CHRISTMAS MASS TIMES POSTCARD***
Send to all parishioners in your database
- PRINT AND DISTRIBUTE THE CHILDREN'S ACTIVITY BOOK***
Personalize the cover with your parish logo. Distribute at Mass and distribute a PDF digitally.
- UPDATE PARISH SOCIAL MEDIA BANNERS***
Use the banners provided to refresh your look for the new liturgical year

DECEMBER

- PLACE YEAR-END GIVING MATERIALS IN PEWS**
Place the year-end giving and IRA cards in the pews, start placing stickers on bulletins
- SEND THE YEAR-END GIVING POSTCARD**
Mail this postcard to every active donor in your database
- PROMOTE YEAR-END GIVING ON SOCIAL MEDIA**
Use the year-end giving graphics; post frequently during the final two weeks of 2022.

JANUARY

- SEND THE HEARTFELT TAX STATEMENT LETTER**
Use this as a friendly alternative to the usual businesslike letter

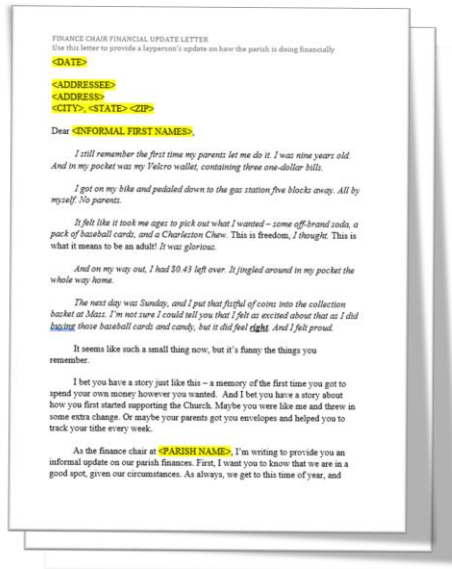
* - Available October 2022

80+ documents

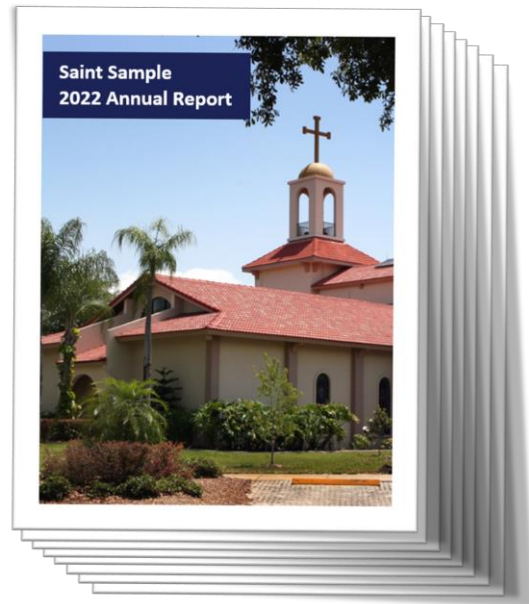
- Letters and emails
- Postcards and pew cards
- Social media content
- Year-end giving
- Planned giving
- Annual report templates

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Pastor stewardship letters



Annual report template

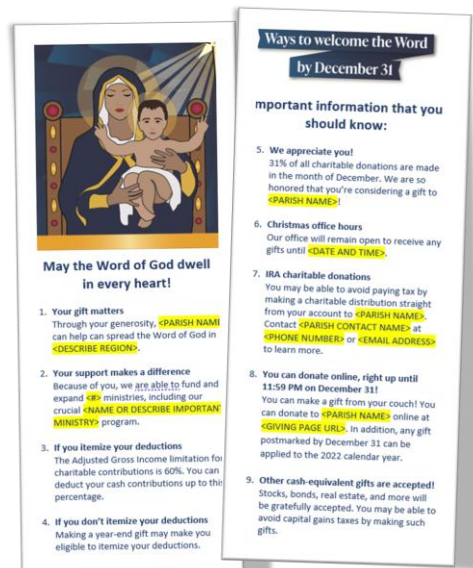


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Customizable Postcards



Customizable Pew cards



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Year-end giving cards



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Year-end giving cards



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THANK YOU!!



Nic Prenger
Founder and CEO
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Director of Catholic Social Media



Mitch Fisher
Customer Success Manager
Catholic Social Media