The webinar will start soon

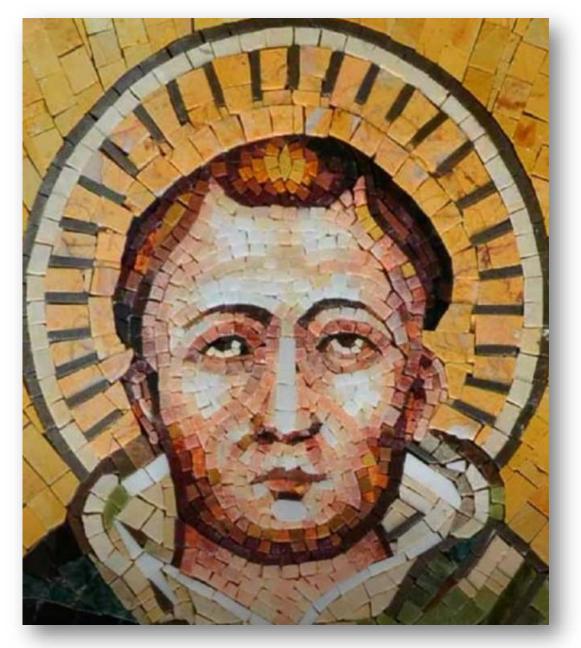




Why are you here?



- 1. You are a Catholic parish
- 2. Lent is coming up quickly
- 3. Your school could use more students
- 4. You're understaffed
- 5. You're under-resourced (no \$\$)
- 6. You'd love some fresh ideas



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!

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
Director of Customer Experience
Catholic Social Media





Catholic fundraising consulting Annual appeal management Parish offertory specialists Specialized digital services





































consulting agement cialists ervices



































We have raised more than \$500 million for Catholic organizations



We have helped train more than 4,000 parishes on digital communications



Our social media posts have reached more than 57 million people in the past 18 months



Why is social media important?



Reason #1

Because that's where the people are



82% of Americans age 12+ are on social media





U.S. adults spend 2+ hours every day on social media

So what?

Why does <u>my parish</u> need to be on social media?

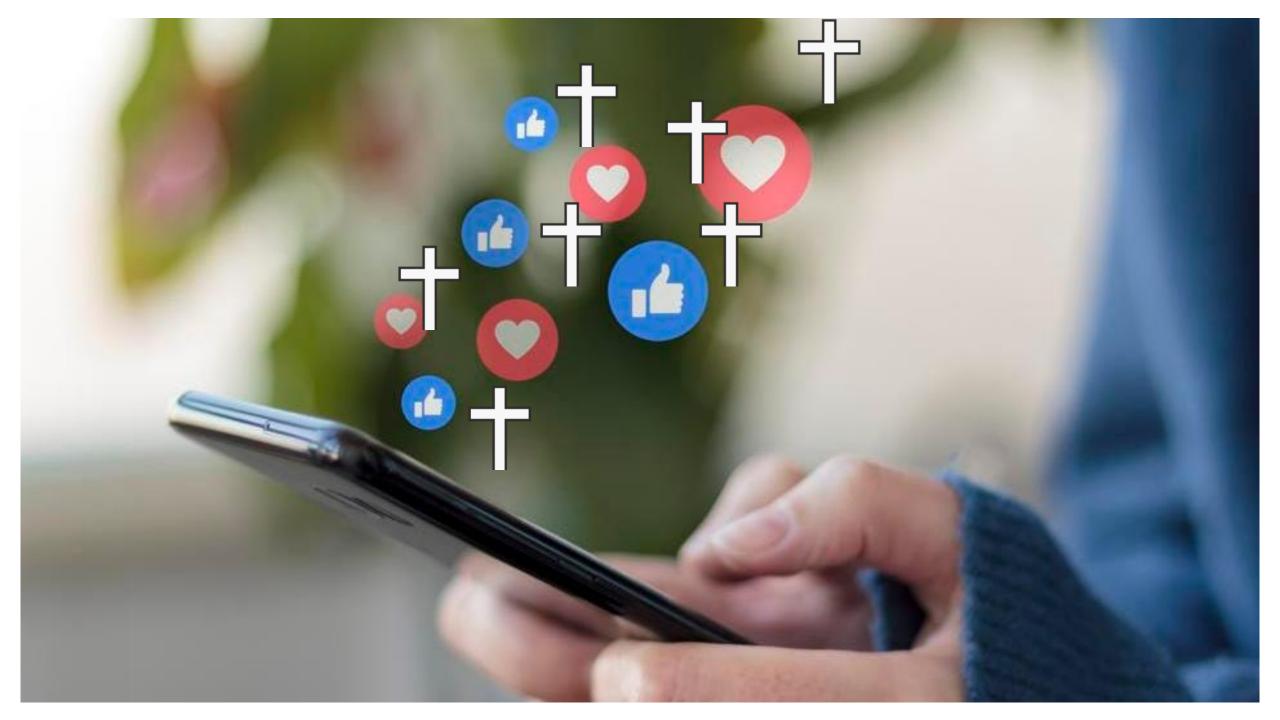
Because
Saint Paul
didn't stay
home

He went to Athens



Bless your people's timelines



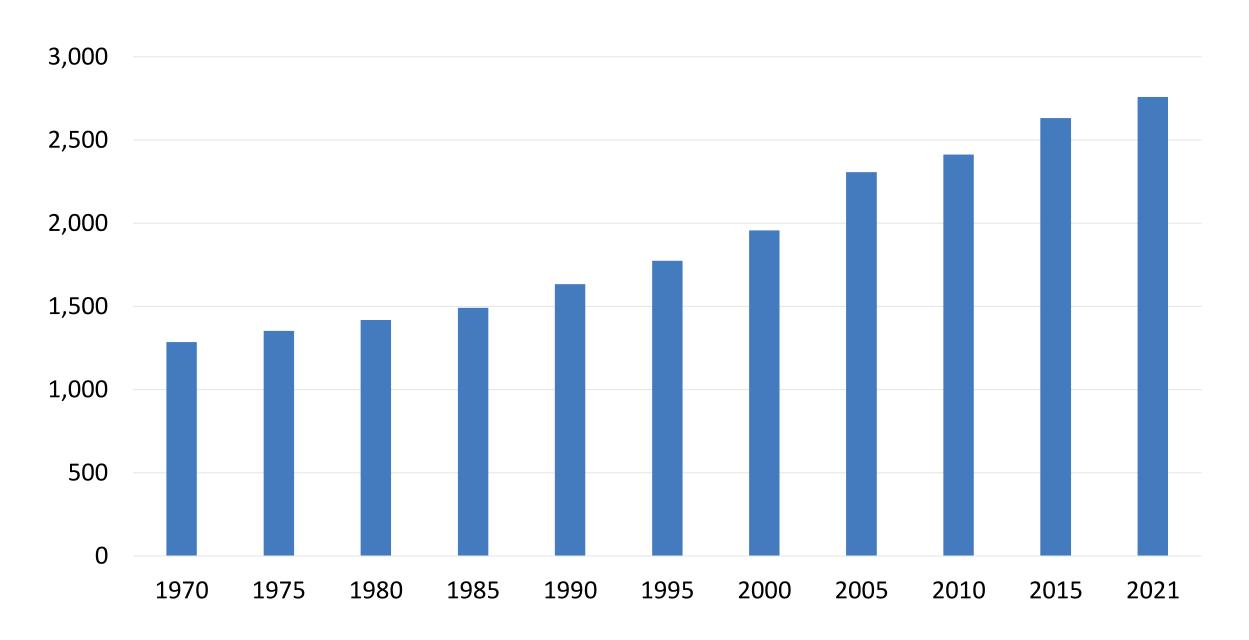


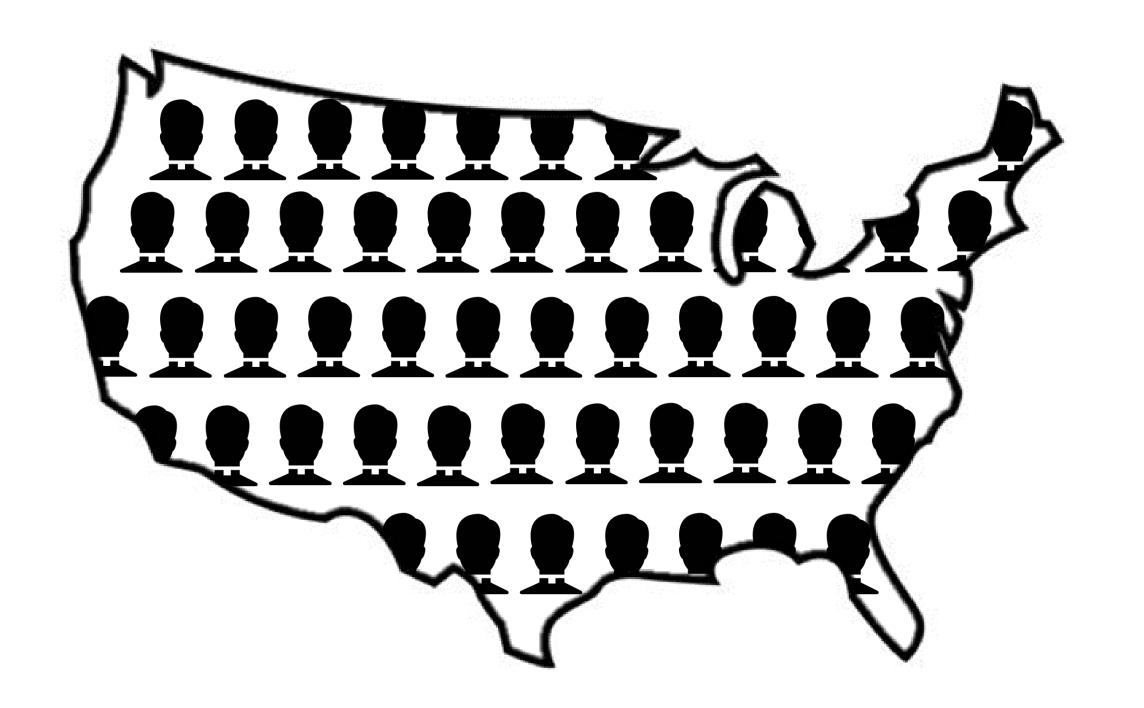
Reason #2

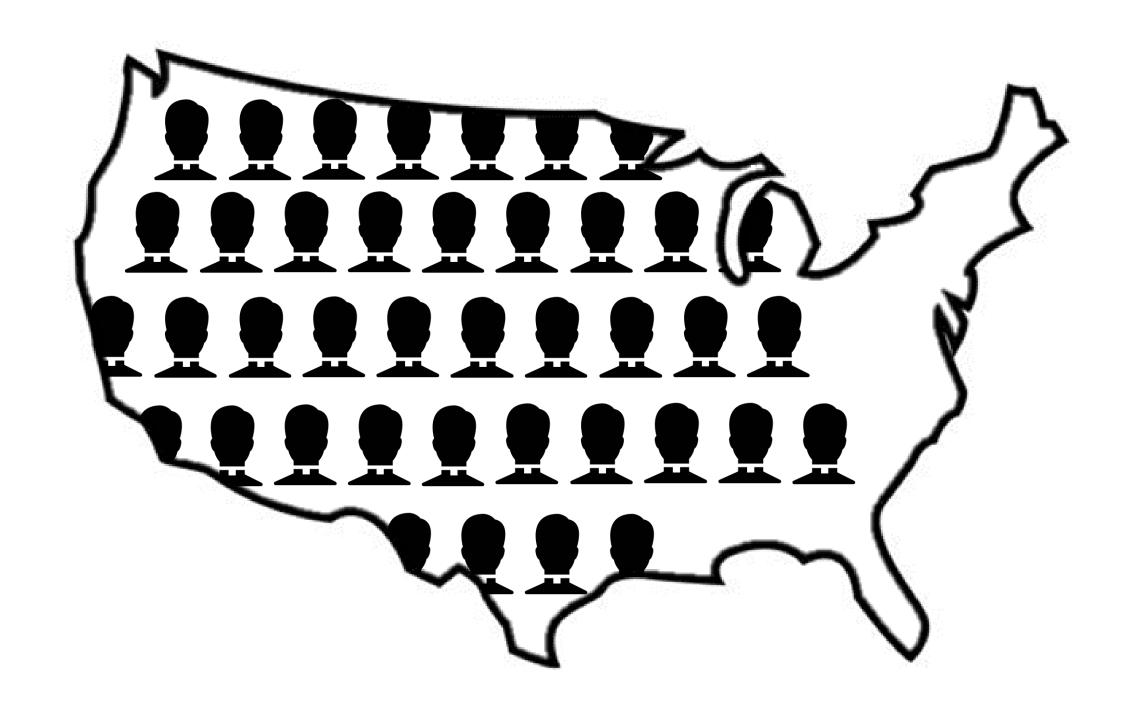
Because parishes need more efficient ways to reach people

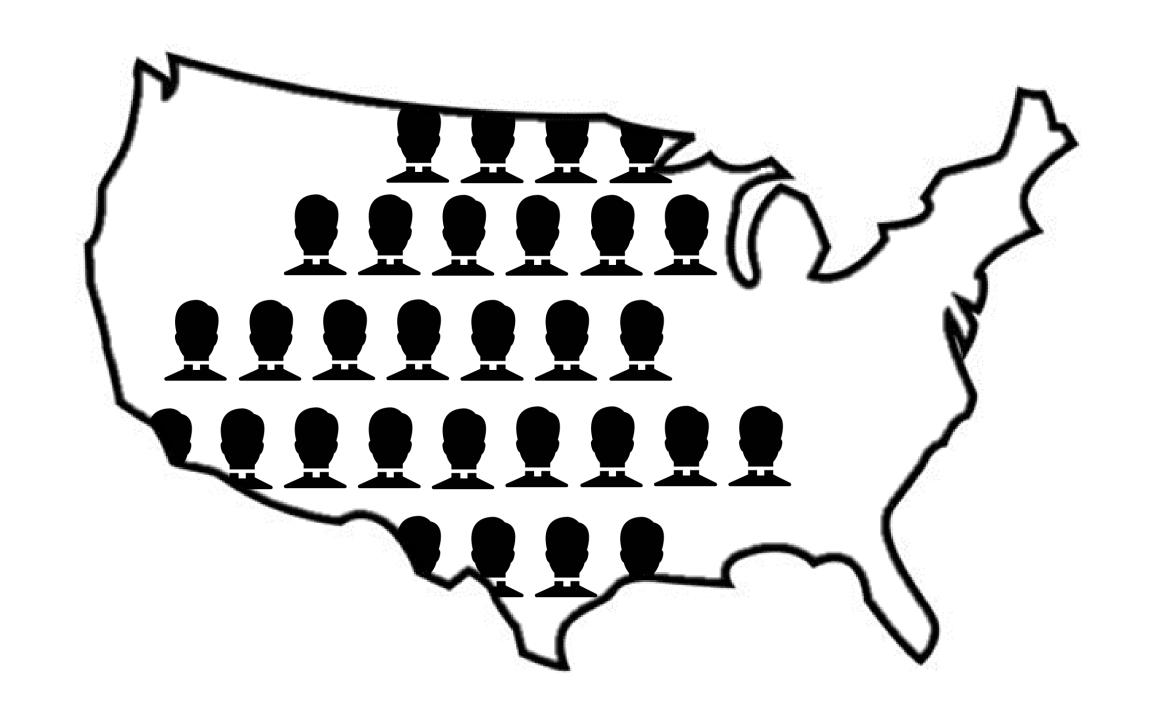


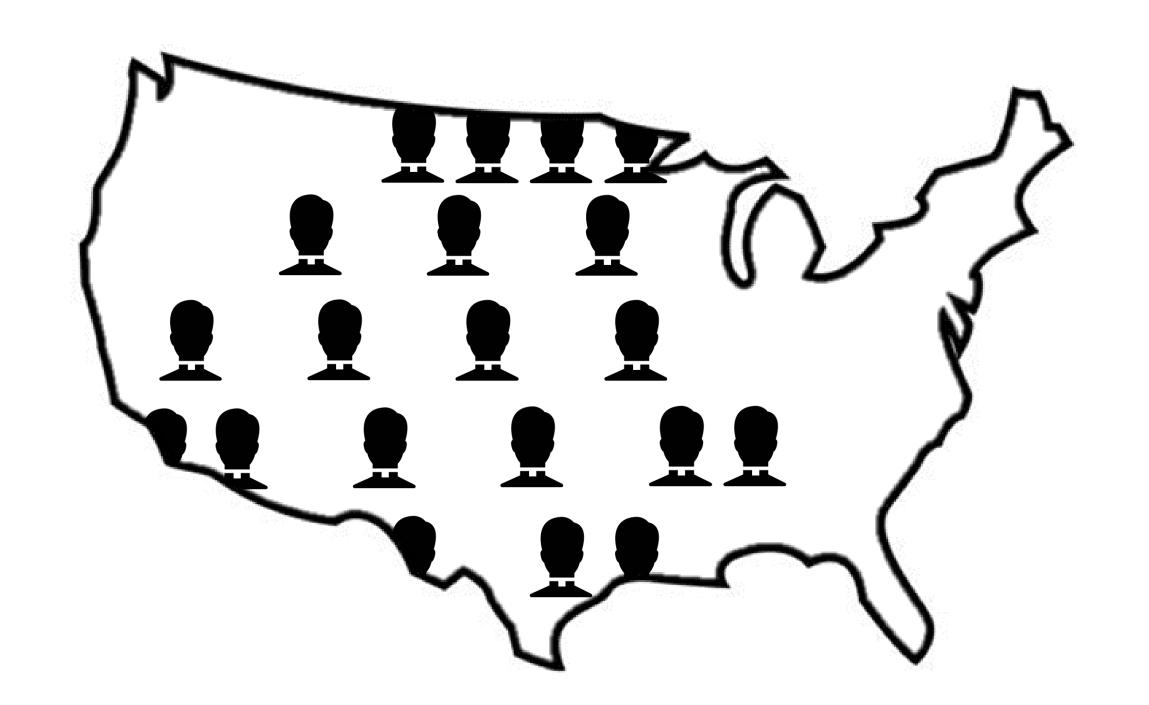
Catholics per diocesan priest in the U.S.











571

The number of parishes in the United States without a resident priest pastor in 1970.

3,544

The number of parishes in the United States without a resident priest pastor in 2020.



Archdiocese of Detroit reorganization groups Lapeer County parishes into

DECEMBER 12, 2020

BY JEFF HOGAN 810-452-2640 • JHOGAN@MIHOMEPAPER.COM





Fr. Mark Prill, pastor of St. Joseph Parish in Erie, smiles during a Mass in October 2019. Pastors of each parish were involved in the formulation of the "families of parishes" groupings, along with vicars and regional bishops. Photo by James Silvestri/Detroit Catholic

LAPEER COUNTY - Facing a shortage of p revenue, the Catholic Archdiocese of Detroit or announced a reorganization plan that will creat "families of parishes," grouping three to six chu will share priests and resources.

The plan - to be implemented over two years in 2022) — is different from previous restructurings included mergers, closing of parishes and clusteri priest would oversee more than one parish.

Catholics in southeastern Michigan — including Lapeer County and the southern Thumb 216 parishes, down from 267 parishes in 2012 and 304 in 2005. The Archdiocese plan wi

The first wave will impact northern Lapeer County Catholic parishioners. It is set to be operational by July 1, 2021. Thumb Vicariate Family 3 will include: • SS. Peter and Paul Parish, North Branch

BREAKING NEWS

More Catholic parishes forced to merge by Chicago Archdiocese, with further consolidation announcements expected this week

By Charles J. Johnson Chicago Tribune • Mar 10, 2021 at 5:08 pm

























Social media is the most efficient way to reach the most people in your community

Our best advice for parishes





Which platform should you use?





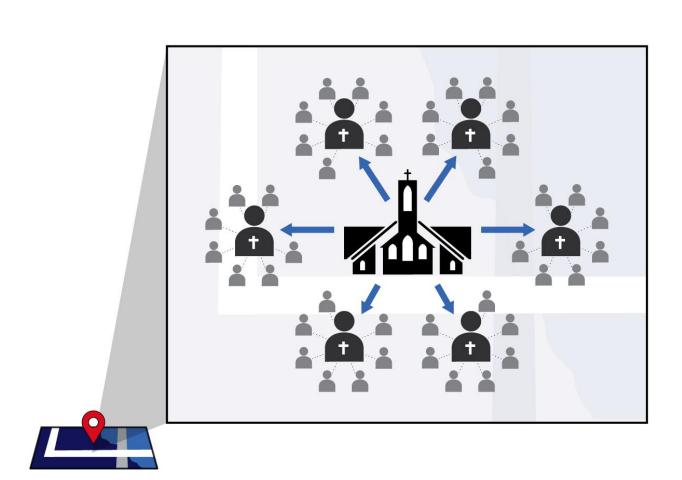
Recommendation



If you choose just one social media platform, choose Facebook

Non-followers near your parish are prioritized when followers share





How often should we post?



Recommendation

Your parish should post at least daily on social media

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

44% higher giving per household.

PARISHES THAT
POST DAILY

PARISHES THAT DON'T POST DAILY

What should we post?

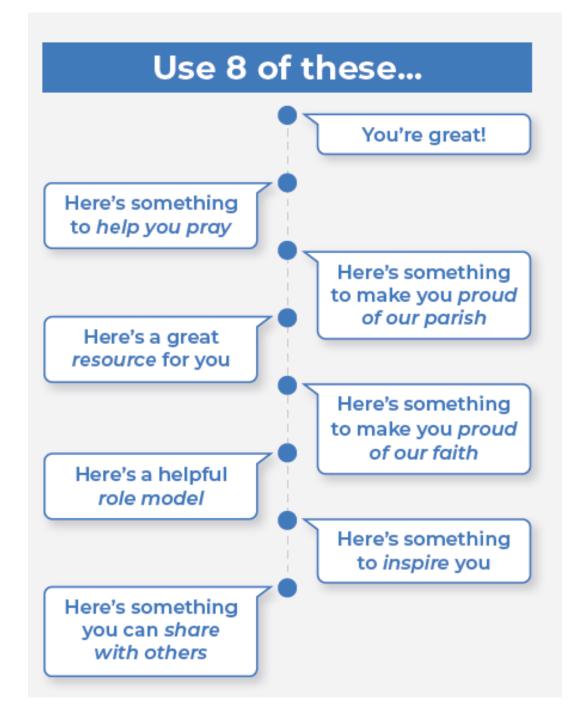




Follow the 8:1 nourishment ratio



Follow the 8:1 nourishment ratio



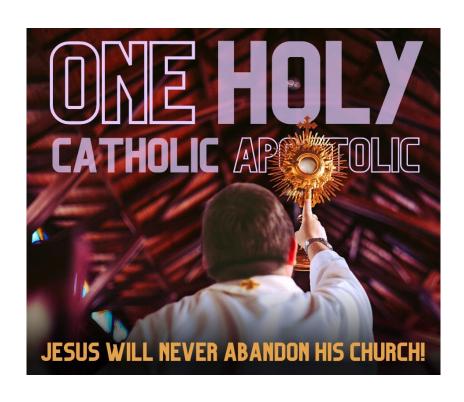
Follow the 8:1 nourishment ratio



Inspire parishioners in the morning

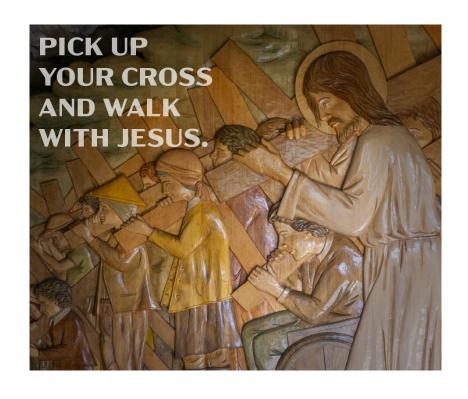
Engage with them in the afternoon

Digestible morning posts





Digestible morning posts



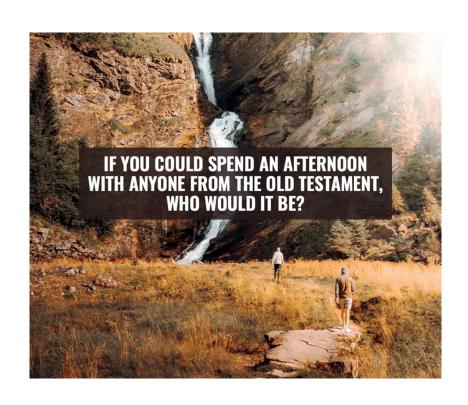


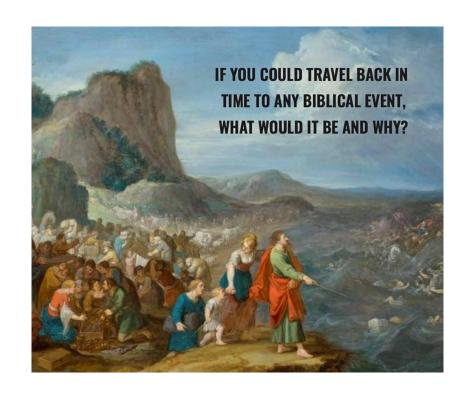
Engaging afternoon posts



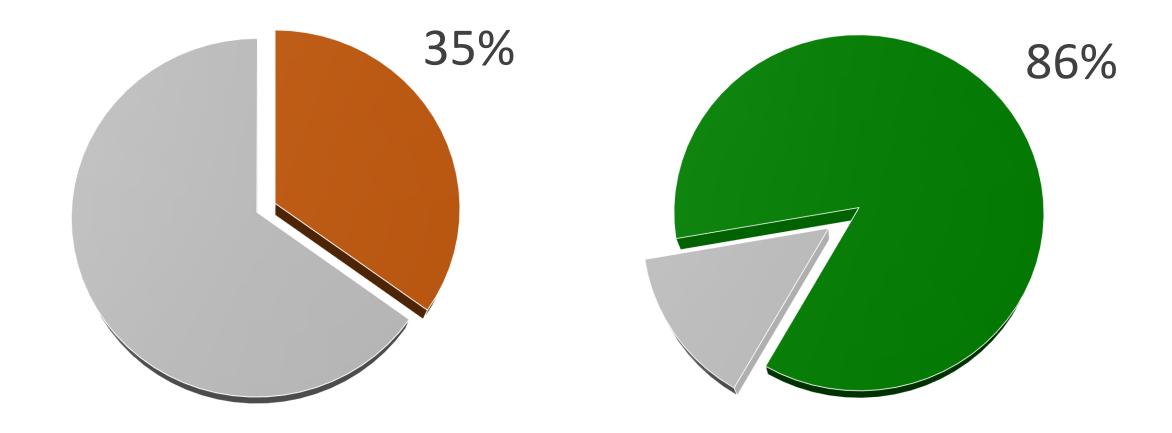


Engaging afternoon posts





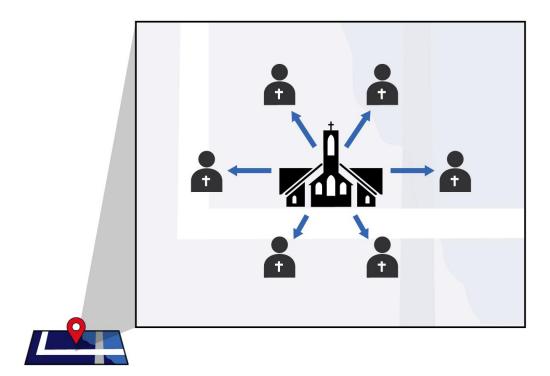
Design your posts to help parishioners evangelize



Only 35% of Christians will *create* religious content for Facebook...

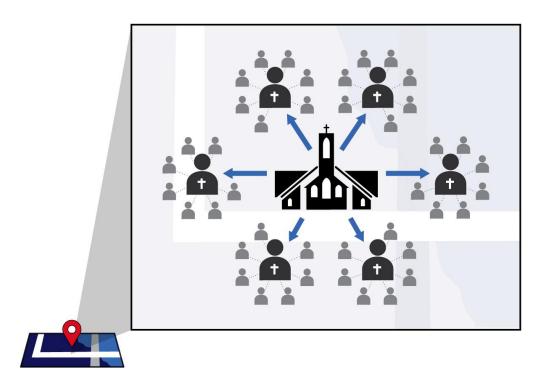
...But 86% will *share* religious content that's already created

Email



- Closed system
- Reaches only the insiders
- Not easy to share

Social Media



- Open system
- Reaches *friends* of insiders
- Easy to share

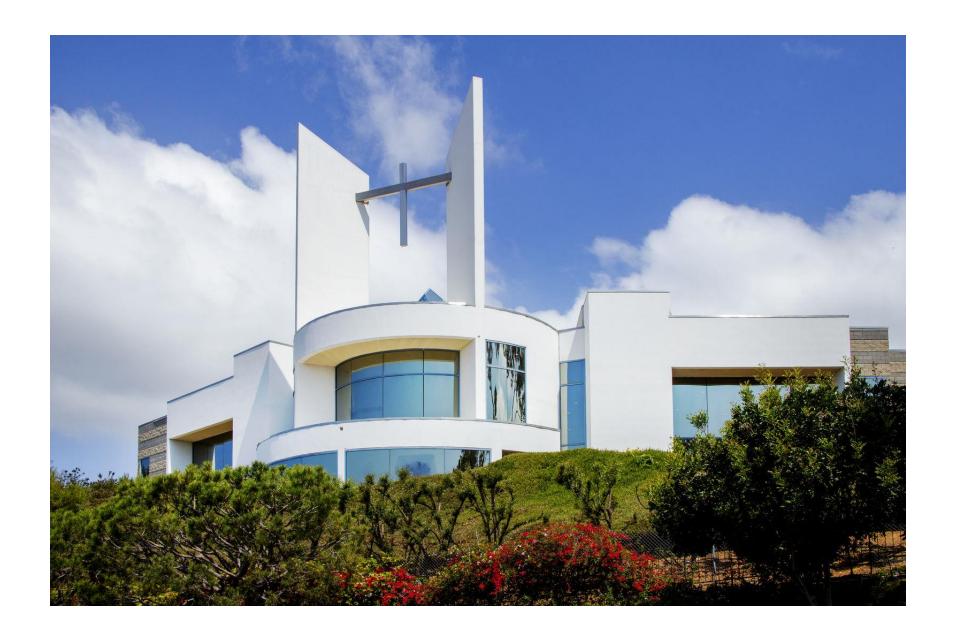








Parish Case Study – St. Edward the Confessor in Dana Point, CA





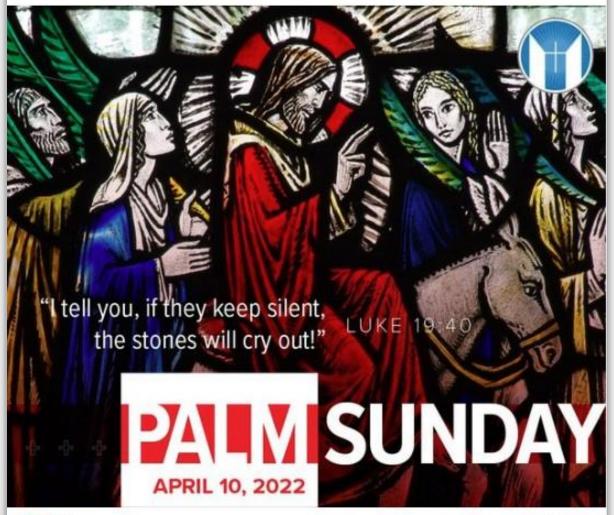
Father Philip Smith



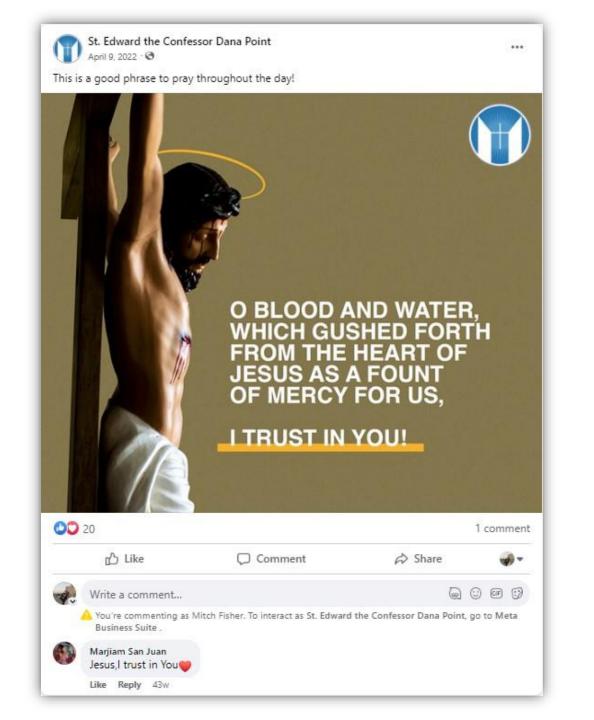
St. Edward the Confessor Dana Point

April 10, 2022 · 🚱

Today we cry, "Blessed is he who comes in the name of the Lord!" And we enter, once again, into the great mystery of Holy Week.



...



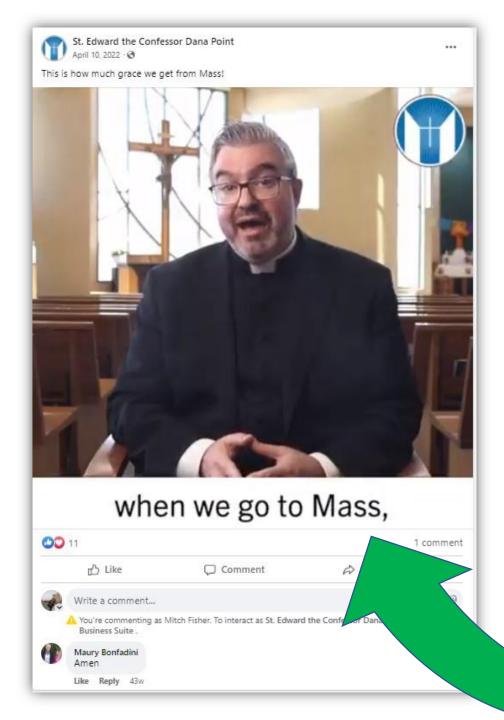




..

Whether you are abstaining from meat or fasting, God bless you!





Subtitles!!

Back to the recommendations

Use social media to increase enrollment

Use of social media to make buying decisions













Christ the King Omaha Parish and School

January 30 at 10:30 AM · 🕙

This morning we kicked off Catholic Schools Week with an All School Mass and a Presentation from the Sammy Strong Foundation! The grade level that raises the most money this week for the Sammy Strong Foundation will earn a Pizza Party and Dress Down Day!











Christ the King Omaha Parish and School

January 31 at 11:00 AM · 🚱

The Corporal Works of Mercy are found in the teachings of Jesus and give us a model for how we should treat all others. At Christ the King we provide opportunities for our students to serve others! Our 5th grade students recently spent their day down at the Heart Ministry Center!







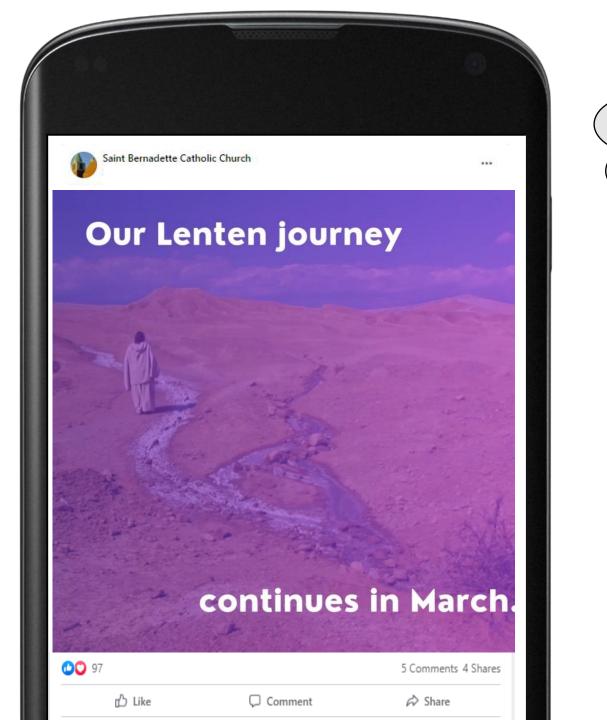




Best day ever! Our Lip Sync Contest was a hit! And Mrs. Stover had a Top 5 Day as a principal because she had the privilege of shaving Father John's head because over \$10,000 was raised for our playground!

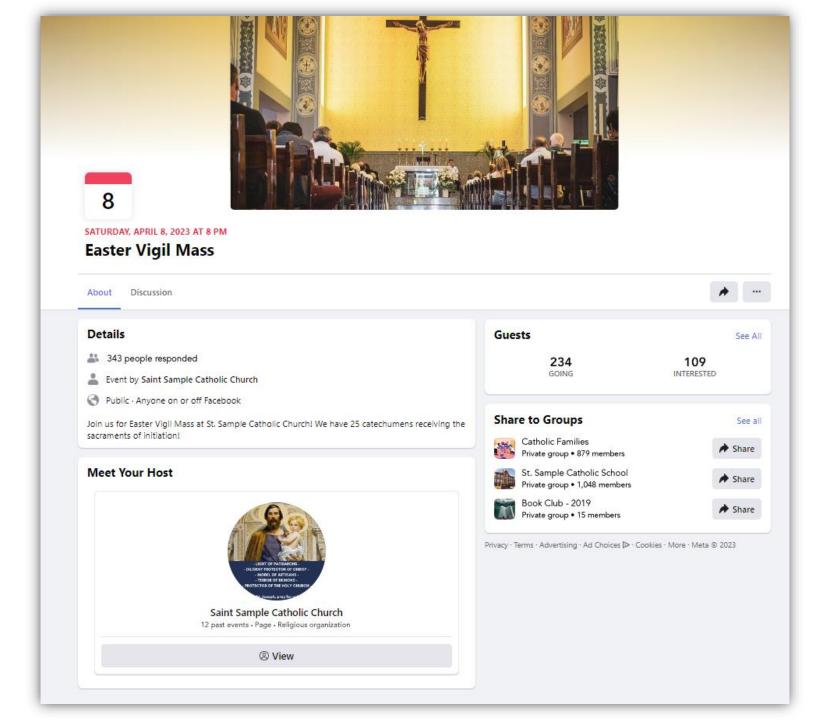


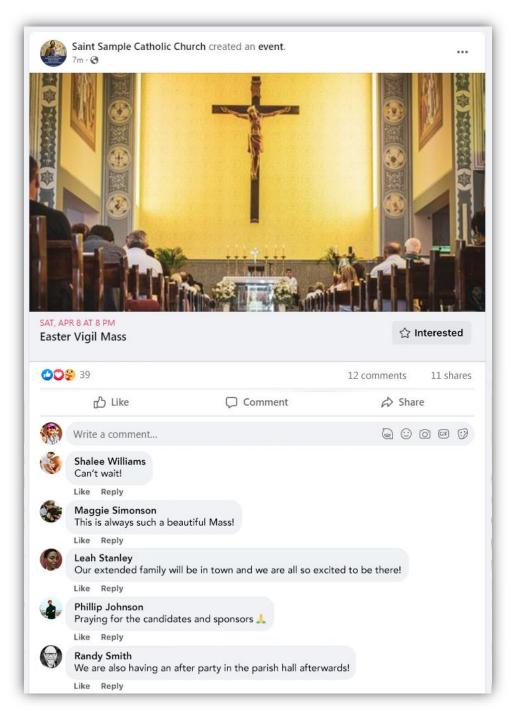
Use video to *increase participation* at Mass and events



What's going on this month?

Use *Facebook Events* to promote Stations of the Cross and Reconciliation





Use *Facebook Ads* to promote Holy Week and Easter Liturgies



Join us at St. Sample Catholic Church as we celebrate Easter!

Easter Vigil Mass: 8:00pm

Easter Sunday: 8am & 10:30am



stsample.com
Find Your Mass Times!

Learn more

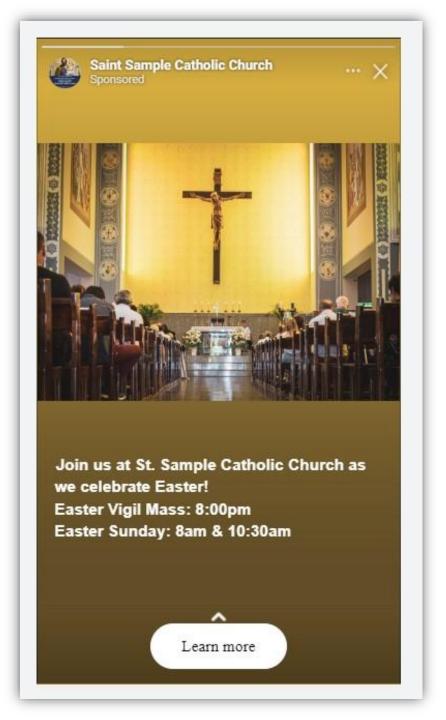


Like

Comment



Share



* Locations

People living in or recently in this location **United States** St. Sample Catholic Church + 5 mi. Include
 ▼ Q Search locations Browse Robbinsdale Medina Maplewood Plymouth Roseville Minnepolis 394 Wayzata Orono Saint Paul Minnetonka Woodbury West Saint Southwest Paul Shorewood Richfield Drop pin Eden Prairie Inver Gr... Heights

Add locations in bulk

Age

18 - 65+

Gender

All genders

Detailed targeting

All demographics, interests and behaviors

Languages

All languages



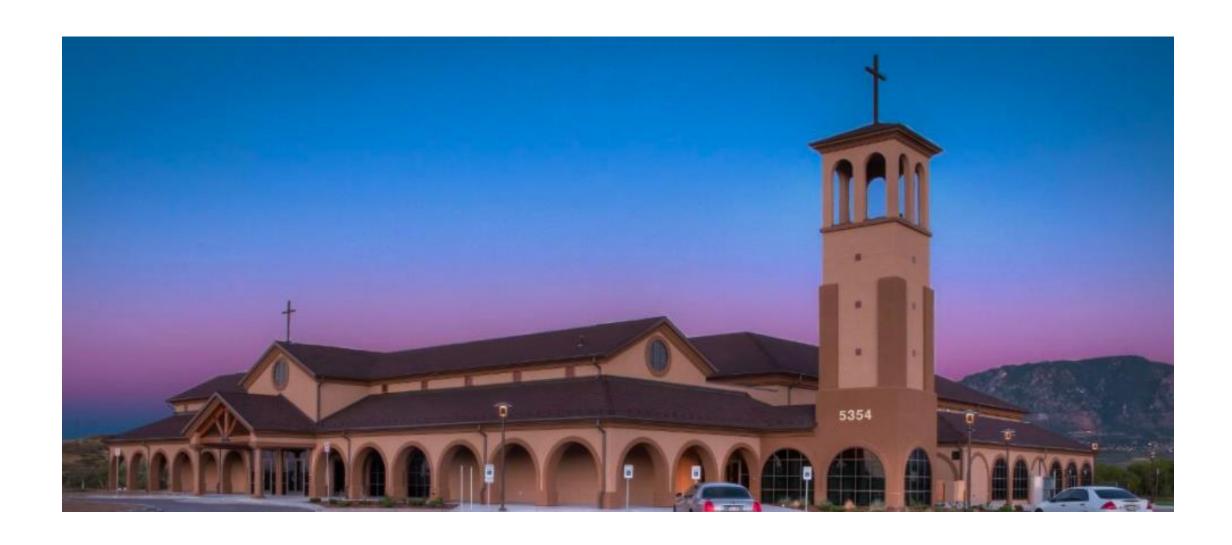








Parish Case Study – St. Dominic in Security, CO



Parish case study – St. Dominic in Security, CO



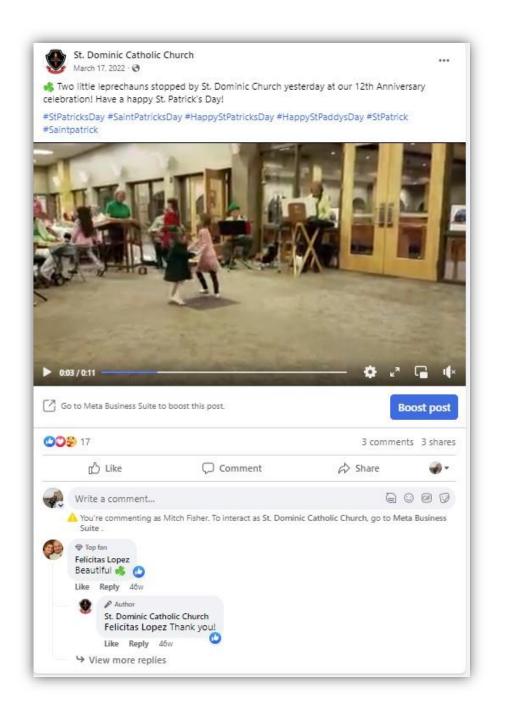
Father John Stearns

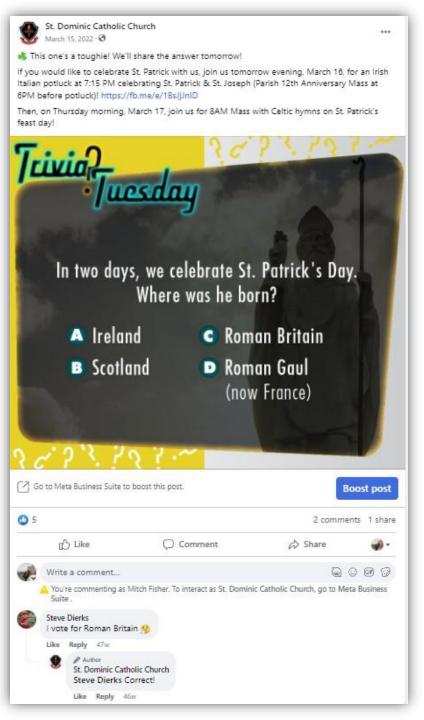
Parish Case Study – St. Dominic in Security, CO



Eliana Murphy-Ellis













THIS WEEK! Join us for Holy Thursday, Good Friday, and Easter! Visitors welcome! Click here for our Holy Week schedule April 14-17: https://www.stdominiconline.org/.../mass-reconciliation...

EASTER TRIDUUM AT ST. DOMINIC CHURCH



Go to Meta Business Suite to boost this post.

Boost post



...

...

Join us for weekly Lenten Stations of the Cross and meatless meals every Lent Friday at 6PM, March 4-April 8th! https://fb.me/e/2eLelTvzR

MARCH 4

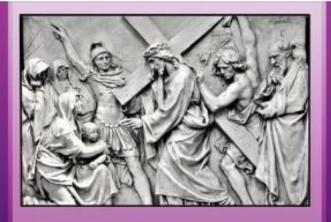
MARCH 11

MARCH 18

MARCH 25

APRIL 1

APRIL 8



STATIONS OF THE CROSS

FRIDAYS OF LENT, 6PM

WEEKLY SOUP SUPPER AFTER STATIONS



LIVING STATIONS MARCH 11



FISH FRY APRIL 8



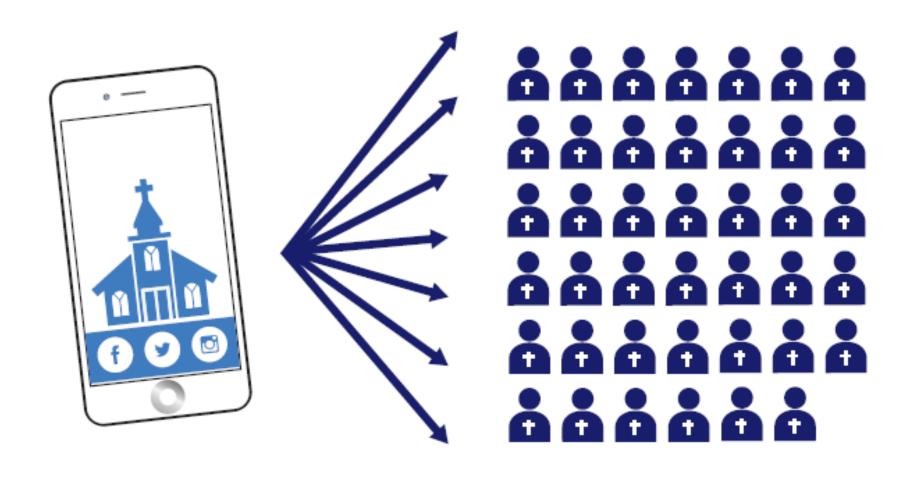
FRI, APR 1, 2022

LENT FRIDAYS: STATIONS OF THE CROSS & MEATLESS SUPPERS (MAR ATH - APR 8TH)

security, CO 28 people interested







6,285 *non-followers* in their area saw the parish content each month

Get social with your fish fry



...

Coming in 1 week.... the Knights of Columbus Fish Fry!! Join us for Stations of the Cross at 6PM (Fri, April 8th), followed by the best catch in town!! 1 https://www.facebook.com/events/439638214509410



FRIDAY, APRIL 8 +

AFTER 6PM STATIONS OF THE CROSS



HOSTED BY THE KNIGHTS OF COLUMBUS



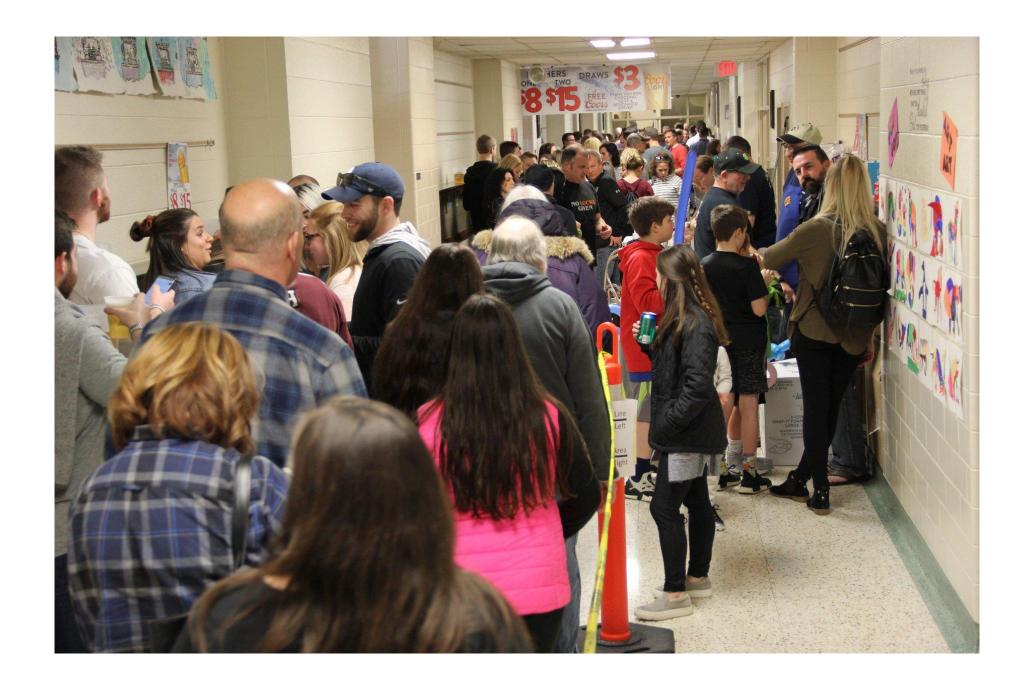
Go to Meta Business Suite to boost this post.

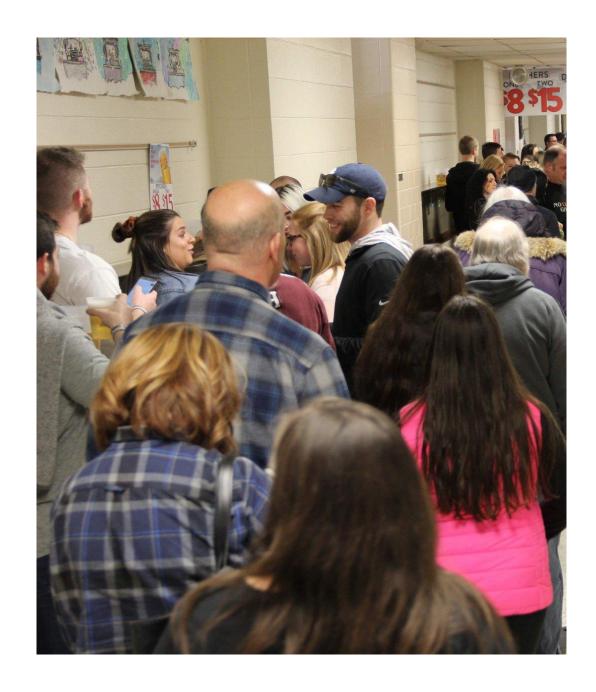
Boost post



7 shares

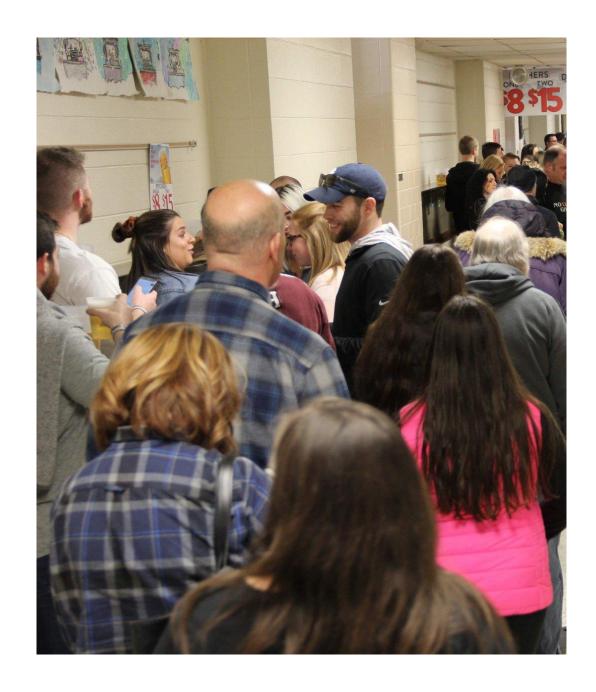






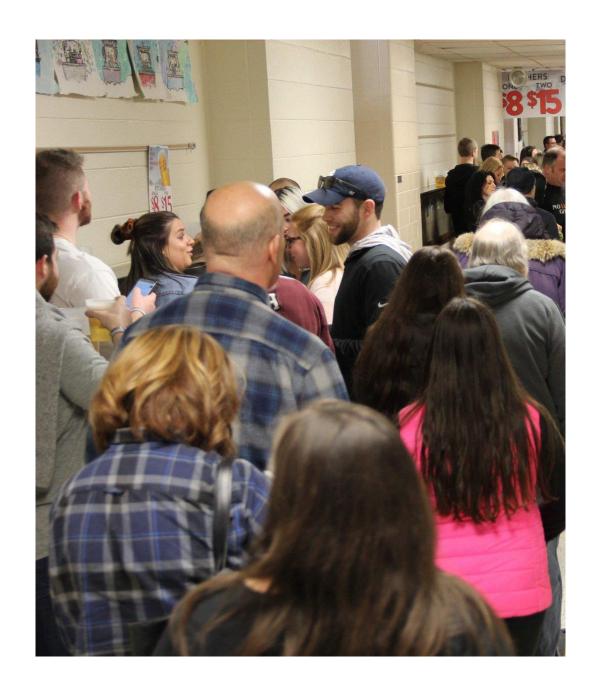


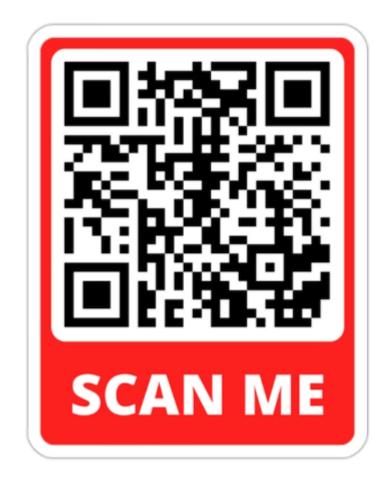
Follow the parish on social media



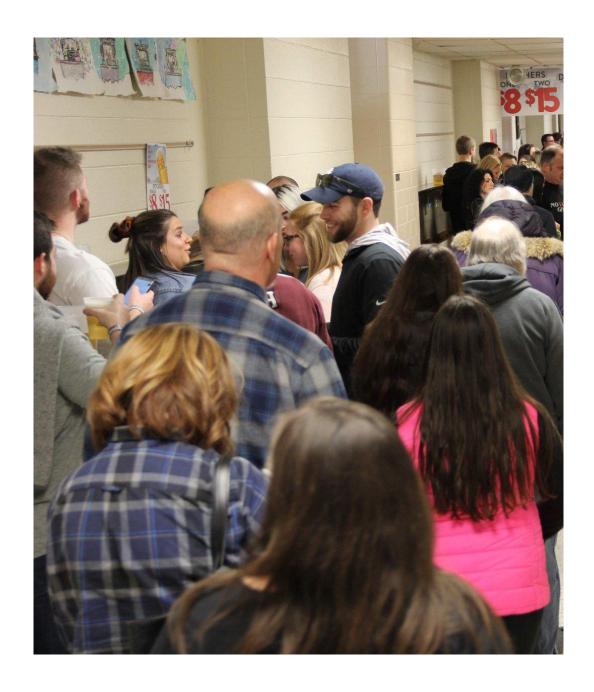


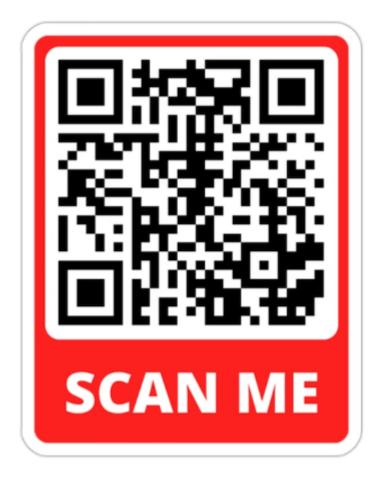
Sign up for a Lenten retreat



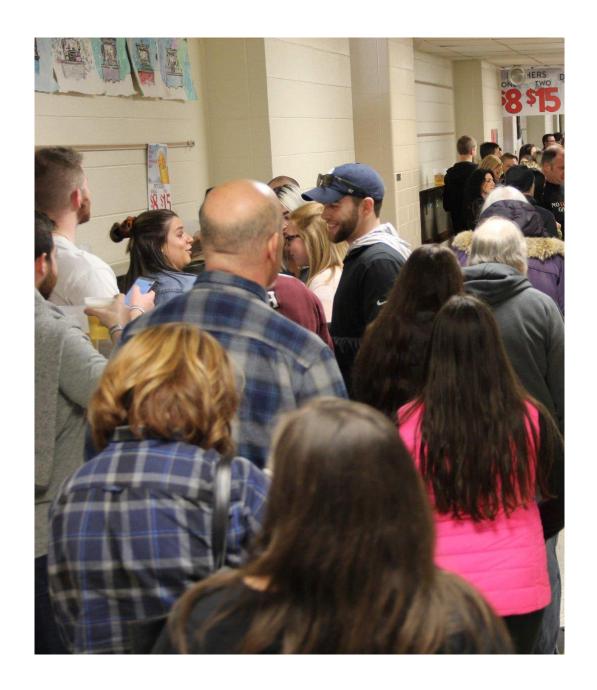


Volunteer to read to kindergartners



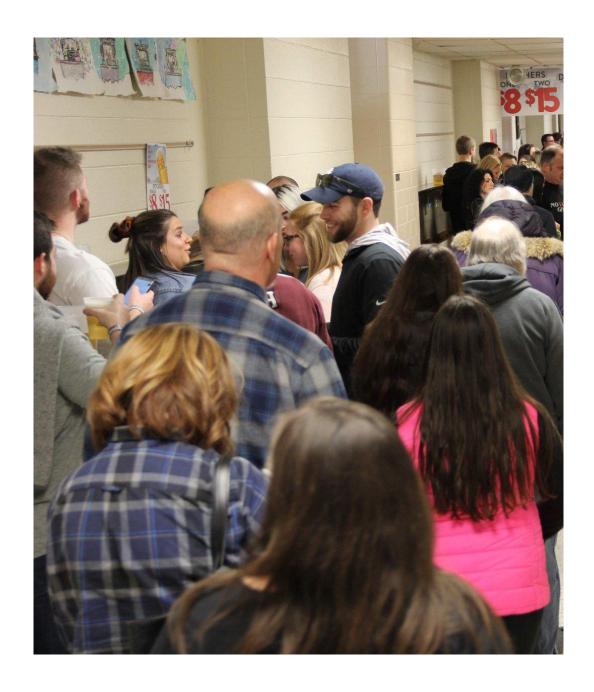


Attend Stations of the Cross



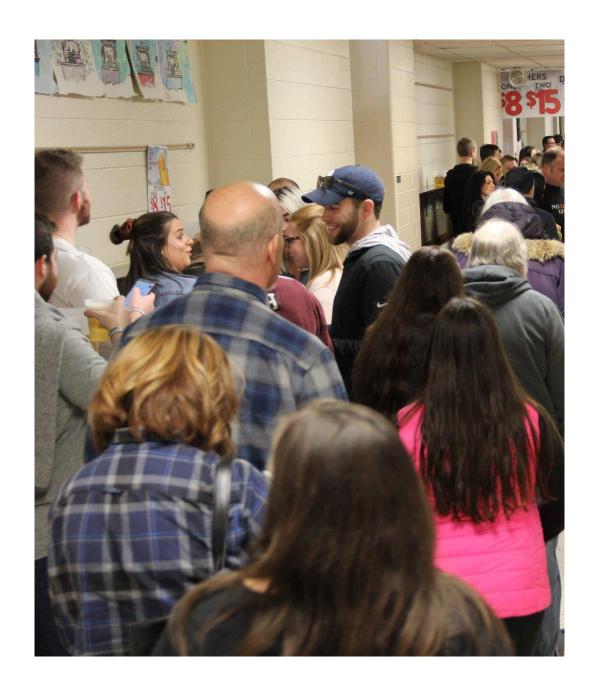


Visit our school





Join a prayer chain





Enter a raffle for a TV, iPad, AirPods



"We love St. Mark's!"

Use *video* to share the Holy Week narrative



CHRIS FROM DEATH IS RISEN, OUR NEW LIFE OBTAINING. HAVE MERCY, VICTOR KING, EVER REIGNING!

Surprise and *delight* families with kids

Holy Week and Easter 2022

Catholic kids Activity Book



Thursday

Coloring pages
Scavenger hunts
Word searches

Email to parishioners

or give a QR code to

download in-pew

Are there tools to make this easier?













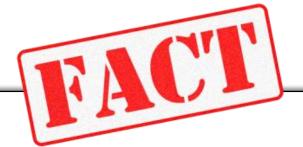




agora pulse

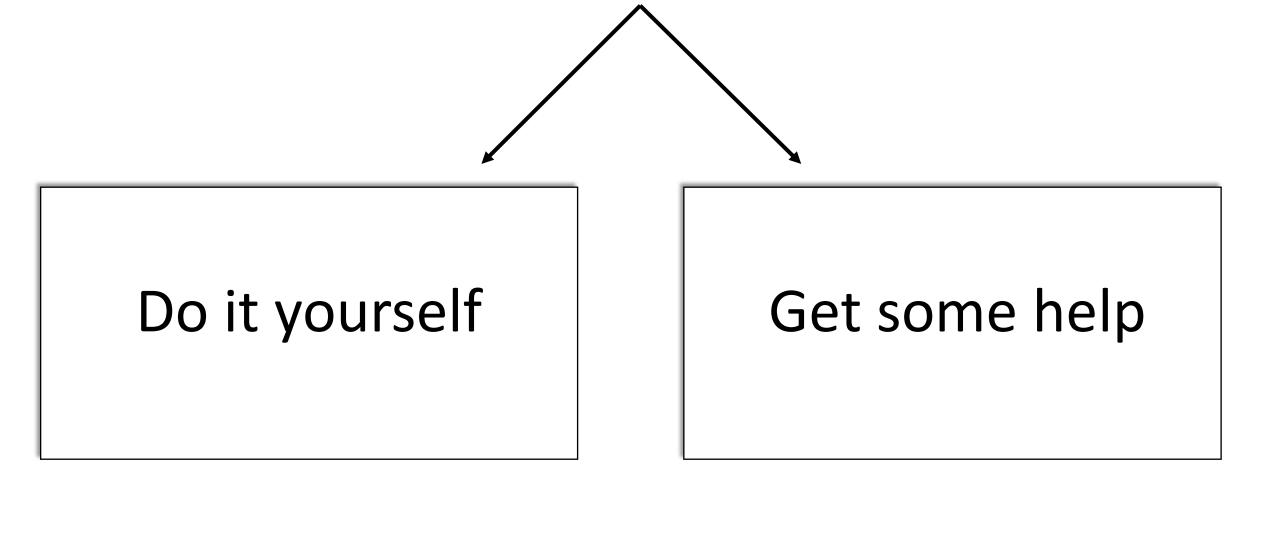
Where do you go from here?

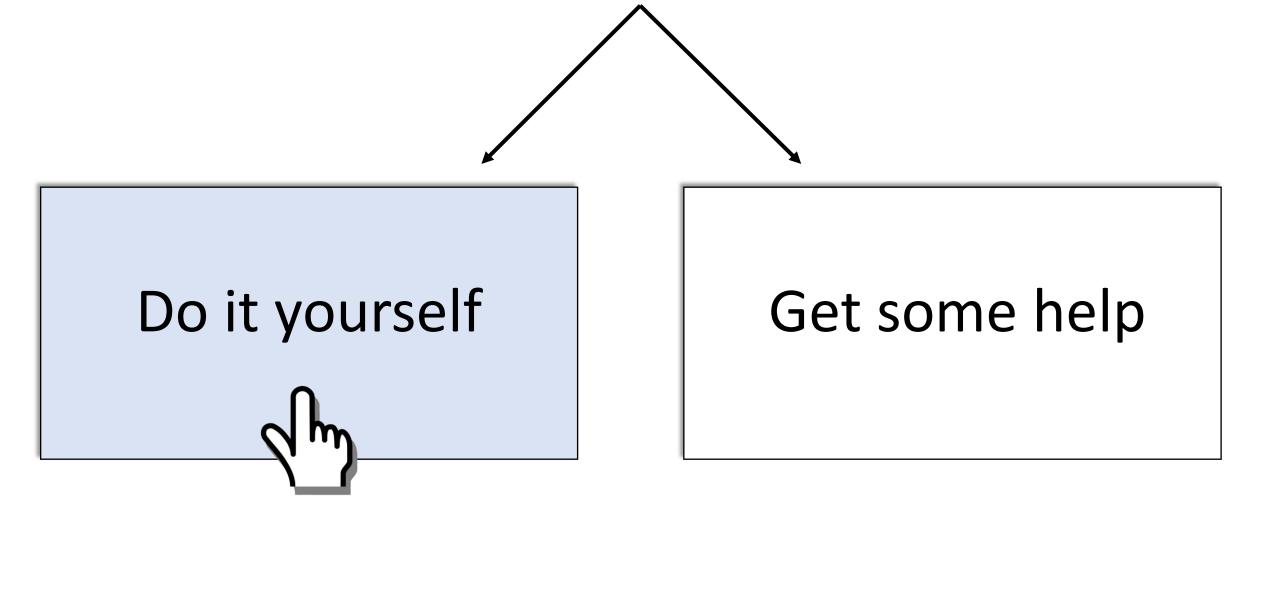




Your parishioners are on social media

Your parish should be active on social media too







REACH YOUR COMMUNITY THROUGH SOCIAL MEDIA IN 2023

We'll email you a link

- Webinar recording
- Presentation slides
- 2023 social media guide

A Practical Guide for Catholic Parishes

Do it yourself



Get some help

Do it yourself

Get some help



















agora pulse



















agora pulse









ANIMOTO











agora pulse



CATHOLIC SOCIAL MEDIA 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

200

000







On this Marian Monday, we ask "Why the Immaculate Conception?" Watch the video to learn more.





BROTHERS IN FLESH AND SPIRIT

Pray For Us!

Known as "the Apostles to the Slavs," these two brothers serve as an important link between the Church o...





This one is a toughie - tread carefully!



CSM CONTENT

Have a blessed St. Valentine's Day!





God's gaze, representing his care and concern, is always upon us. It is this gaze that keeps us in being!





Remember, it's not about taking on excessive burdens, but three simple things: prayer, fasting, and...



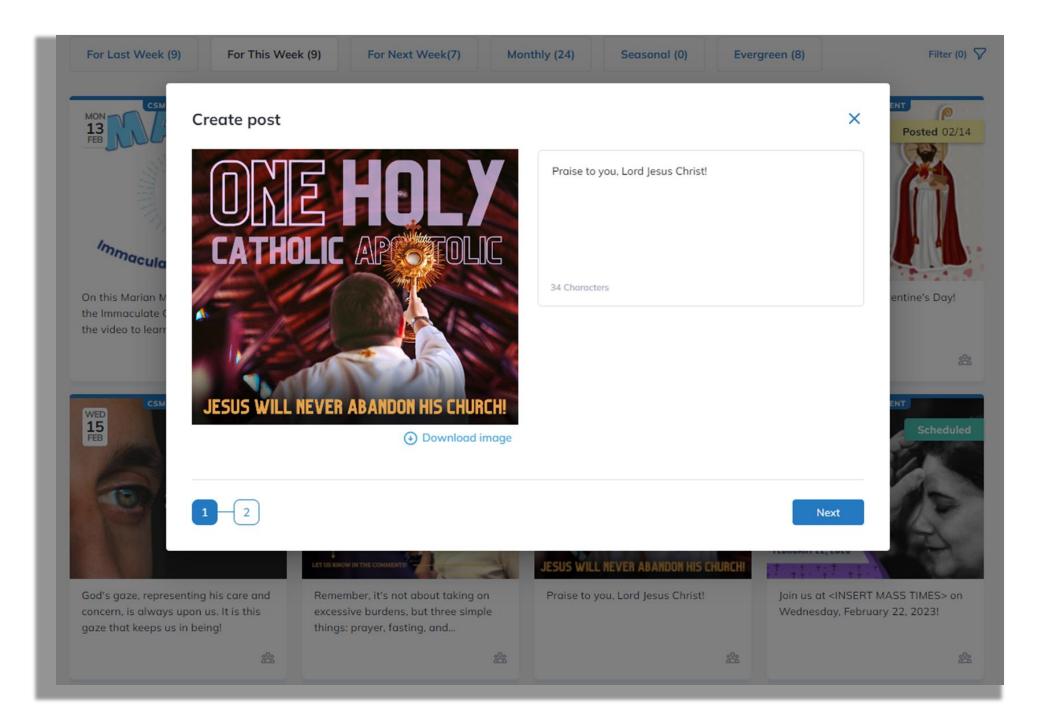


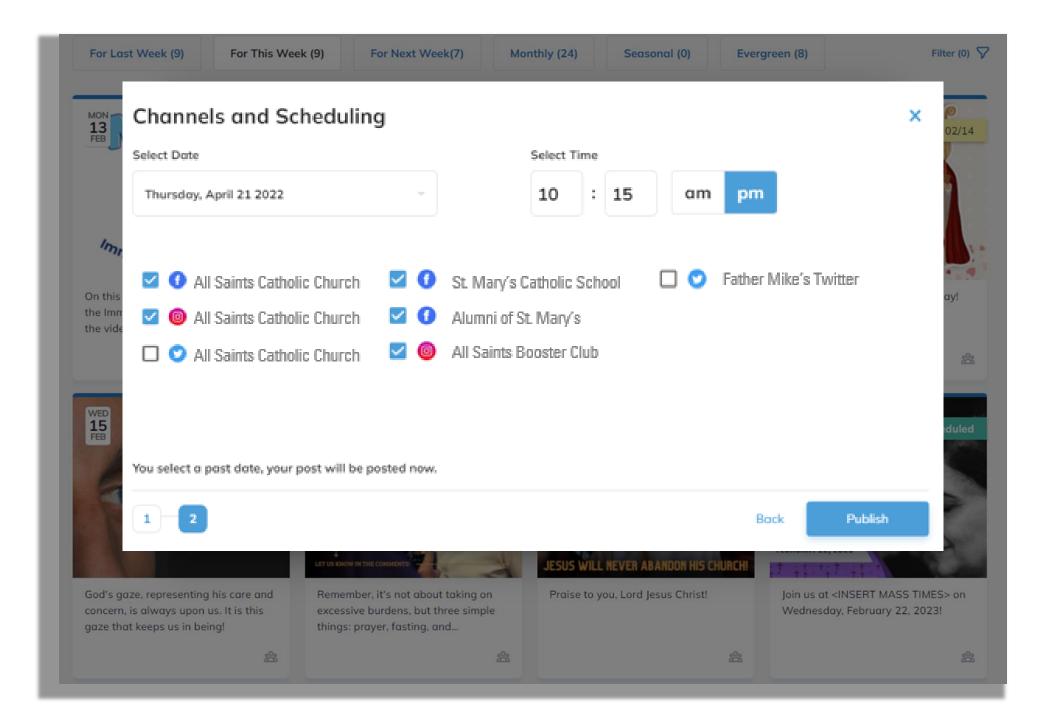
Praise to you, Lord Jesus Christ!

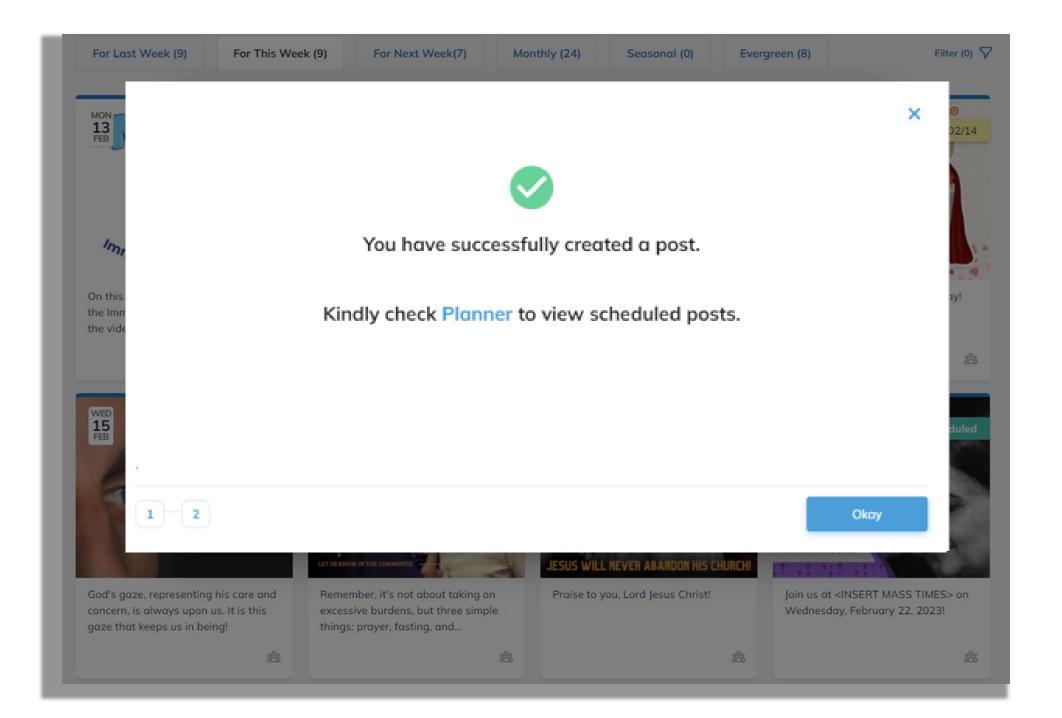


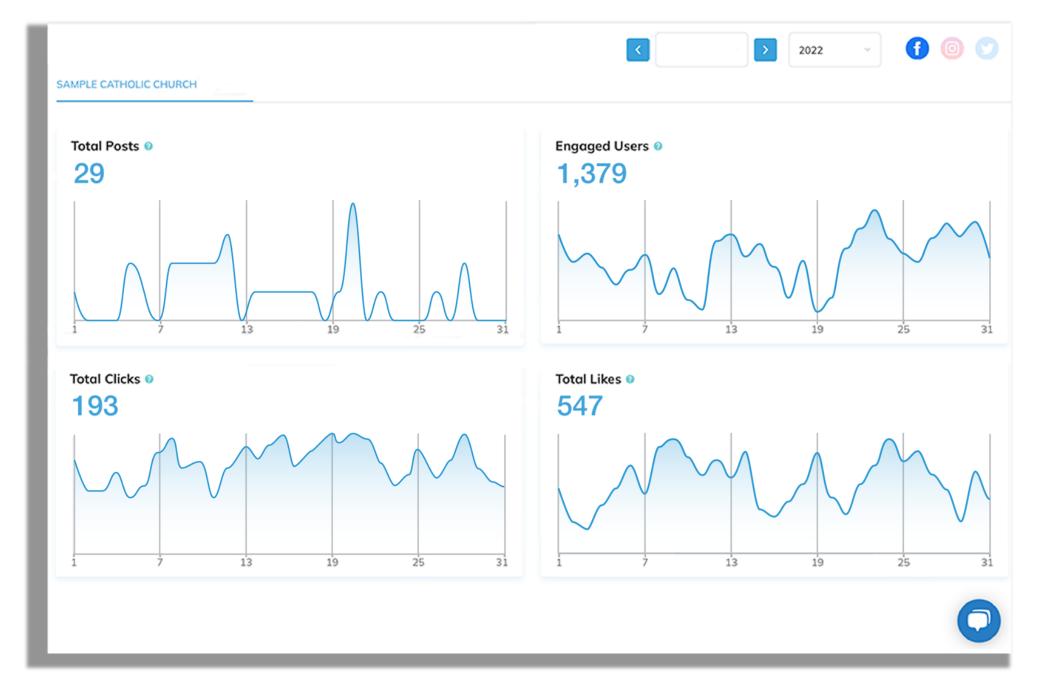
Join us at <INSERT MASS TIMES> on Wednesday, February 22, 2023!











We've made it easy for your parish to be great on social media





I don't have to figure out what to post on social media every day

"The time and effort it saves because I don't have to figure out what to post on social media every day."

Lenina Valle, Communications
Church of the Epiphany, Richmond, VA





Easy and painless

"You guys have moved us into the new century in an easy and painless way... only the highest praise for Catholic Social Media!"

Mary Mueller, Director of Operations
Good Shepherd Catholic Church, Shawnee, KS





Super user-friendly

"The content is very relevant and interesting. There is also great variety each week. It is super user-friendly."

Mary Daugherty, CFO Sacred Heart Catholic Church & School, Robbinsdale, MN



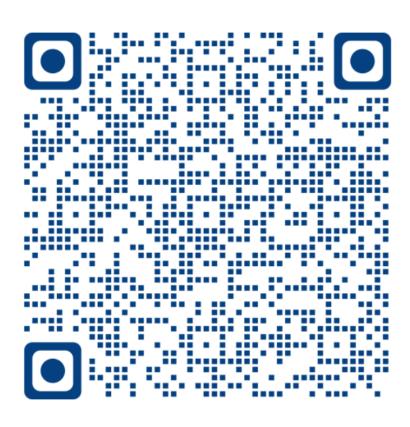
Try it **FREE** for the next month

Try it FREE for the next month

Limit 10 parishes per diocese

Try it FREE for the next month

Limit 10 parishes per diocese



Questions & Answers

