

2017 AWE2 Plan of Action

1. **How can we improve communication within the Parish and Community?**
 - a. Appoint a Media Relations Manager
 - Daily focus to *inform, form, and transform* using various mediums
 - Oversee social media; including Facebook, Twitter, Instagram, blogs, etc.
 - Handle advertising and marketing to local publications
 - Keep parishioners' contact information up to date
 - Create features for internal publications; staff book recommendations, etc.
 - Post funerals, obituaries, weddings, and anniversaries via website and emails
 - Post "Spiritual Thought of the Day" via text and/or twitter
 - b. Educate and train ministry leaders to promote and recruit new membership
 - Utilize periodic testimonials from the pulpit
 - Utilize Social Sundays and Pizza Nights
 - Create a second Parish Fair or smaller fairs throughout the year

2. **How can we do a better job of welcoming, educating and engaging people?**
 - a. Increase number of Name Tag Sundays
 - Add "Invite a Friend" to random weekends
 - b. Add new parishioner photos to the bulletin & website
 - Continue the invitation to bring up the offertory gifts but announce their names as new parishioners from pulpit at the beginning of mass
 - c. Organize a "Homecoming" event during Christmas break to include parishioners with special invitations to college students and sacramental class alumni
 - d. Explore the possibility of a coat check service before mass with Valet parking, especially in the winter
 - e. Reorganize, reenergize and rebrand Social Committee with a focus on *belonging leads to believing*
 - f. Invite quarterly speakers/symposiums like the Opioid Crisis
 - g. Create a small group ministry, by neighborhood, to grow faith. A "Church at Home" or "warm chatter" concept.
 - h. Organize a team or new ministry to identify the 70% of the disengaged parishioners and focus on specific outreach programs to reengage them
 - i. Expand and improve the training of greeters and ushers. Recommend a dress code.
 - j. Either repeat morning ministries in the evening for working parishioners or alternate morning and evening meetings, i.e., Mom's Group, 50+ Club, etc. (with babysitting)
 - k. Develop an organized approach to either coincide with the new parishioner welcome or as scheduled, that invites interested mass participants to sign-up for parish membership following mass

- 3. How can we reach out and engage the next generation into the life of our Parish?**
 - a. Promote more interest and application of contemporary music into the fabric of the parish
 - Catholic mass for youth using youth as a part of the mass
 - b. Survey Good Shepherd parents to determine how we can engage them in the church
 - c. New focus group to determine how to engage parishioners in target age groups (18-39)
 - d. Organize community service project/s
 - e. Identify new programming
 - Communicate diocesan activities
 - Theology on Tap, Coffeehouses, Jam sessions, etc.
 - Host a contemporary mass using guest musicians
 - Offer a "night out" for parents while their children are entertained at St Lads

- 4. How can we enhance our liturgical celebration through music?**
 - a. Appoint a Music Coordinator to bring contemporary music into the life of the parish
 - b. Use more contemporary music
 - Schedule a monthly evening contemporary mass and pizza party with a focus on the youth
 - Create a musician ensemble to enhance the liturgy and parish gatherings
 - c. Post/project on wall and/or create Worship Aid with song #/words not in the missal
 - d. Increase music profile
 - Add piano music to Social Sundays and Pizza Nights
 - Organize an annual music concert/mass performance with the Good Shepherd children
 - Invite local vocalists/musicians and parishioners to perform

As submitted 11/2017