

## Pastoral Council Meeting

### Notes from discussion posters

October 10, 2017

#### PROMOTION:

- Good news stories (PACEM, Food Ministry, Sin Barreras, IMPACT, Via Crucis): how do we get them out?
  - Channel 29, print media (Cville Weekly, Crozet Gazette, Albemarle Family)
  - Need to do the leg work inside to provide information to the outside
  - Provide a “package tied up in a bow” to give to print media -- like a press release. Media organization could use something as a press release, or use the information to have a larger story.
    - Need a PR person to do this
    - Need a point of contact for each story for further information, interviews
    - Need to give advance notice! (Media outlets have daybooks -- want to get on this, even if it just ends up on a list of Cville activities.)
- For all our promotion, want to make sure we address “why is this special at Incarnation?” Many churches support PACEM -- how is it special at Incarnation (showers, foot care, Thanksgiving meal)? Tom Eckman would be the Contact, for example.
- Public Relations Ministry -- we need this. Potentially different from Evangelization Team. Group who would do the work (in part) of packaging our story for putting out to the community.
- Legion of Mary is group that promotes the work of Incarnation to the Hispanic community. Very active in promotion and evangelization. Works by word of mouth and helps families.
- What we say/timing/content might determine whether something is evangelization or promotion.
- The Daily Progress inserts:
  - Fall (published in August) welcome book that includes need-to-know information for new arrivals
  - Spring -- Easter focus -- we are listed as a church, but what about an ad? Or even better, an add and a story?
    - Need to start working on this now!
- Spirituality -- focus on things (for outside community) that are not necessarily Catholic

- Women's evening of reflection -- impactful to non-Catholic attendees
- Litnics -- Invite neighbors to see what an informal mass is like
- Outdoor Mass (sunrise service?)
- Local TV Mass -- we used to do this -- what happened to this?
- Sermons online
- Free press -- opportunities to take advantage of this, but may need to spend money too
- Visibility -- SIGN! -- need more on Hillsdale Drive. Need to hear more about Incarnation too.
- Google reviews -- ask parishioners to do this with a link in the Word Made Flesh, information in the bulletin, and an announcement from the ambo.
- Mass Guide -- this exists (Michael Macfarlan created) -- let's add in what we'd like and figure out how to publish. Also need one for the Spanish Mass. And, who gets the guide? Does everyone get it? Helps us to promote our church internally.