



# How to Set-Up Email Messaging for Stewardship

Diocese of Springfield in Illinois

Discipleship and Stewardship Webinar Series

# Today's Agenda

- Prayer
- COVID Updates
- Key Definitions
- Benefits of Email Messaging Stewardship
- 8 Week Stewardship Communication Email Plan
- Email Marketing Vendors
- MailChimp Demo
- Questions and Answers

For all who have contracted coronavirus,

We pray for care and healing.

For those who are particularly vulnerable,

We pray for safety and protection.

For all who experience fear or anxiety,

We pray for peace of mind and spirit.

For affected families who are facing difficult decisions between food on the table or public safety,

We pray for policies that recognize their plight.

For those who do not have adequate health insurance,

We pray that no family will face financial burdens alone.

For those who are afraid to access care due to immigration status,

We pray for recognition of the God-given dignity of all.

For our brothers and sisters around the world,

We pray for shared solidarity.

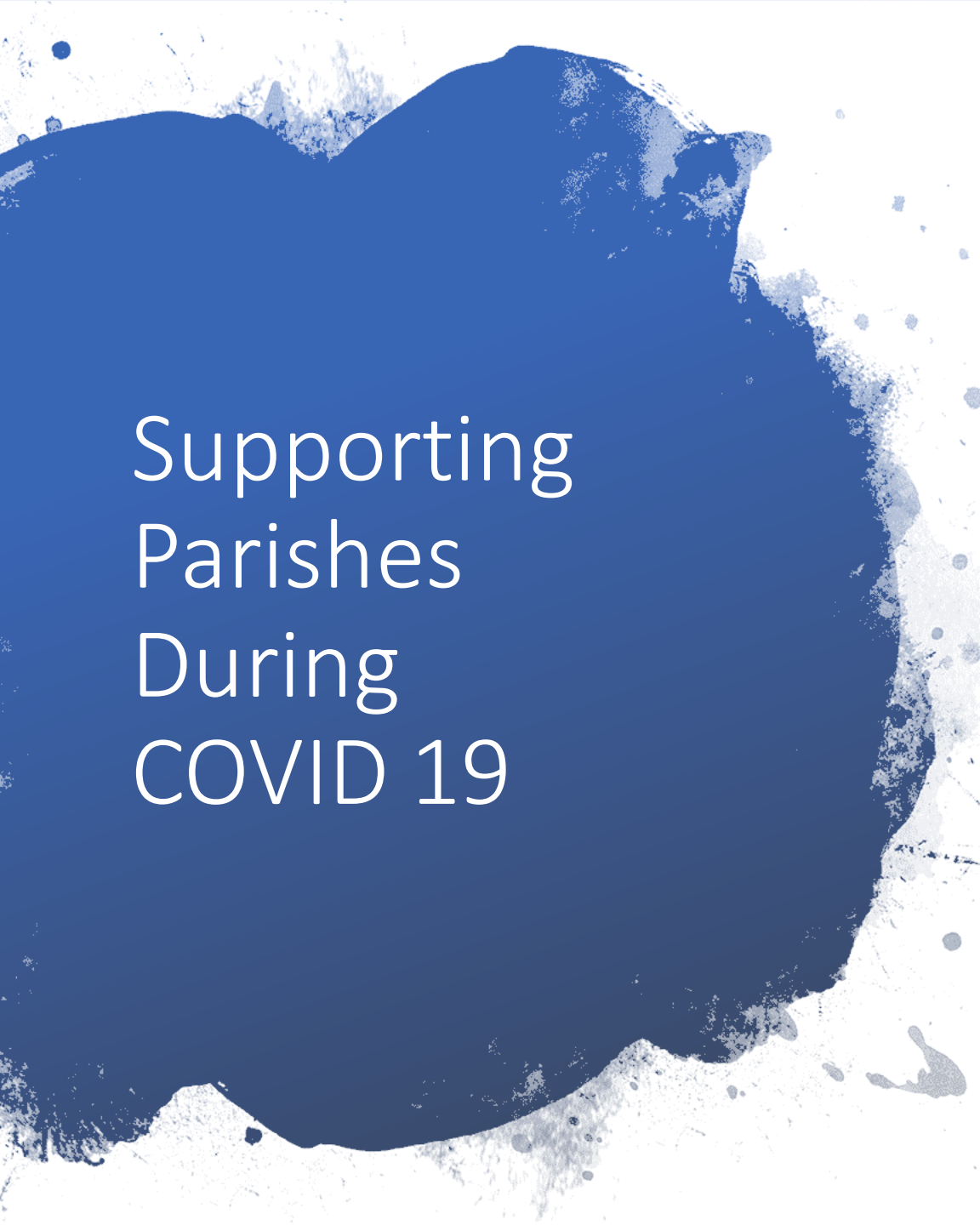
For public officials and decisionmakers,

We pray for wisdom and guidance.

Father, during this time may your Church be a sign of hope, comfort and love to all.

Grant peace. Grant comfort. Grant healing. Be with us, Lord.

Amen.



# Supporting Parishes During COVID 19

[Parish Resources: https://hub.dio.org/](https://hub.dio.org/)


Upcoming Webinar: Thursday, 10am

Keeping the Pulse in Your Parish:  
Community While Social Distancing

Signup: <https://attendee.gotowebinar.com/register/140855541705136651>

# Why an email marketing service?

- Definition: websites that house your email lists and make it easier to send emails out to groups of people.
- Email marketing services help you avoid the spam folder
- Email marketing services let you divide up groups easily
- Email marketing services have formatting options your regular email doesn't have.
- Better for members privacy and protection (address, opt-out)



# Why email when I have a bulletin?

- COVID 19, never predicted!
- The bulletin and email marketing SHOULD work together
- Page/column limitations, none on digital
- Engages those not in the pews regularly, perhaps
- Link easier to share digitally- more clicks

# Benefits for Stewardship Messaging

- Engages content dynamically
- Not determined by space
- Timely videos, links, resources
- Enhanced abilities during Advent and Lent
- Stewardship messaging is consistent
- Can be shared more readily
- More imagery and stylistic tools



# 8 Week Stewardship Communication Email Plan

- Includes content on all 4 Pillars of Stewardship
  - Includes each topic, twice
- Includes a variety of content: Graphics, Article, Video and Challenge
- Can be shared easily
- Provides a primer to any Season of Stewardship
- Could connect during low-seasons...aka Summer



# Pillar: Prayer

- Email # 1

- Download: Prayer card to download (My Parish Prayer)
- Article: Link to this article: 5 Prayer Tips from St. Thomas Aquinas-  
<https://www.wordonfire.org/resources/blog/5-prayer-tips-from-st-thomas-aquinas/26248/>
- Video: <https://www.youtube.com/watch?v=yk8In-6KUGc>
- Call to Action: Online Prayer Wall? Prayer intention to office?

# Pillar Prayer

- Email # 2

- Download: Utilize one of the Social Media Graphics here: <https://bit.ly/2UCaJmN>
- Article: How Do I Go Deeper in Prayer <https://focusoncampus.org/content/how-do-i-go-deeper-in-prayer>
- Video: In this talk, Fr. Kevin Dyer explains how to pray using the method of *Lectio Divina*. This is a great tool to bring to your prayer life and draw you closer to God. <https://focusoncampus.org/content/lectio-divina-sls-2016>
- Call to Action: 30 Days of Prayer Challenge: <http://catholicmom.com/2012/08/14/30-days-of-prayer/>

# Pillar: Formation

- Email # 1

- Download: 5 Tips to Keep Your Faith Alive [https://dioorg-my.sharepoint.com/:i:/g/personal/kprice\\_dio\\_org/EYleeohjE65KhFC2uggdhpwBUZ-zND6qMcWnW4MY7bnlOw?e=2cuDSO](https://dioorg-my.sharepoint.com/:i:/g/personal/kprice_dio_org/EYleeohjE65KhFC2uggdhpwBUZ-zND6qMcWnW4MY7bnlOw?e=2cuDSO)
- Article: The Importance of Studying Your Faith: <http://media.ascensionpress.com/2020/01/27/the-importance-of-studying-your-faith/>
- Video/Podcast: Aquinas, Apologetics, and Morality with Fr. Gregory Pine <http://media.ascensionpress.com/podcast/aquinas-apologetics-and-morality-with-fr-gregory-pine/>
- Call to Action: Add formation time to your calendar each day this week

# Pillar: Formation

- Email # 2

- Download: Patron Saints You Can Call On [https://dioorg-my.sharepoint.com/:i:/g/personal/kprice\\_dio\\_org/EbRDpX-bSqZMkU\\_LYRqO-zQBOUHLiDjyKQR3TbP2ZWxdVQ?e=snIkPK](https://dioorg-my.sharepoint.com/:i:/g/personal/kprice_dio_org/EbRDpX-bSqZMkU_LYRqO-zQBOUHLiDjyKQR3TbP2ZWxdVQ?e=snIkPK)
- Article: Blessings and Challenges of Family Bible Study <http://media.ascensionpress.com/2020/01/23/family-bible-study-challenges-and-blessings/>
- Video: Check out the Diocesan “hey, Father!” Series to deepen your faith with local priests: <https://www.dio.org/videos/hey-father.html>
- Call to Action: Sign-up for the next Parish Faith Formation Program

# Pillar: Service

- Email # 1

- Download: Service Quote [https://dioorg-my.sharepoint.com/:i:/g/personal/kprice\\_dio\\_org/EdA0aiUfh11LkUC4ORnIYf8Bmbf70KVT5q5K2YZJvadEZQ?e=T1mBiU](https://dioorg-my.sharepoint.com/:i:/g/personal/kprice_dio_org/EdA0aiUfh11LkUC4ORnIYf8Bmbf70KVT5q5K2YZJvadEZQ?e=T1mBiU)
- Article: The Saints Are Alive <http://media.ascensionpress.com/2019/10/31/the-saints-are-alive/>
- Video: Why Should Christians Volunteer? <https://www.youtube.com/watch?v=ZzHRcJPEO5w>
- Call to Action: Consider joining a parish ministry this week

# Pillar: Service

- Email # 2

- Download: Prayer Service to Be Disciples on Mission [https://dioorg-my.sharepoint.com/:b:/g/personal/kprice\\_dio\\_org/Ec4ByGkprWZFuK4J6joFNn0BoxDo1qyg08y5vgtGLucxkw?e=y5HDjL](https://dioorg-my.sharepoint.com/:b:/g/personal/kprice_dio_org/Ec4ByGkprWZFuK4J6joFNn0BoxDo1qyg08y5vgtGLucxkw?e=y5HDjL)
- Article: Called to Serve: The Importance of Giving Back <https://osvnews.com/2014/10/15/called-to-serve-the-importance-of-giving-back/>
- Video: How Lay People Can Make an Impact in the Mission of the Church with Sherry Weddell <https://www.youtube.com/watch?v=EIn8llalt-A>
- Call to Action: Share your parish ministry with a friend who might be looking to getting involved. Invite them to your next program or meeting!

# Pillar: Hospitality

- Email # 1


- Download: Hospitality Inspiration [https://dioorg-my.sharepoint.com/:i:/g/personal/kprice\\_dio\\_org/ETywcu0Inv5KIDX04bZxUnkB2vkgiXcJk\\_uXiK76uPVvww?e=qPkC5L](https://dioorg-my.sharepoint.com/:i:/g/personal/kprice_dio_org/ETywcu0Inv5KIDX04bZxUnkB2vkgiXcJk_uXiK76uPVvww?e=qPkC5L)
- Article: Hospitality is a Virtue: Fr. Leo Patalinghug Explains Why It's Essential for Christians <https://www.getfed.com/fr-leo-explains-hospitality-5852/>
- Video: A Faith Life with No Regrets: <https://youtu.be/8XZh8MNLC4s>
- Call to Action: Call a friend from the parish this week to check in with them and see if they have any prayer intentions. Offer to pray for them and those intentions.

# Pillar: Hospitality

- Email # 2

- Download: Download Isaiah Quote on Being Called [https://dioorg-my.sharepoint.com/:i:/g/personal/kprice\\_dio\\_org/EciYZ8eirVFLrJ2qmmdAdplBPSnCN-9SCkSwxMz7ecCpdw?e=3ZBcHh](https://dioorg-my.sharepoint.com/:i:/g/personal/kprice_dio_org/EciYZ8eirVFLrJ2qmmdAdplBPSnCN-9SCkSwxMz7ecCpdw?e=3ZBcHh)
- Article: The Ministry of Hospitality <https://www.americamagazine.org/issue/483/article/ministry-hospitality>
- Video: Bishop Barron on Pope Francis' Encyclical "Laudato Si" <https://www.youtube.com/watch?v=zWEK8JXQo0M>
- Call to Action: Consider volunteering for the Welcome Ministry at your Parish. Don't have one? Start one!



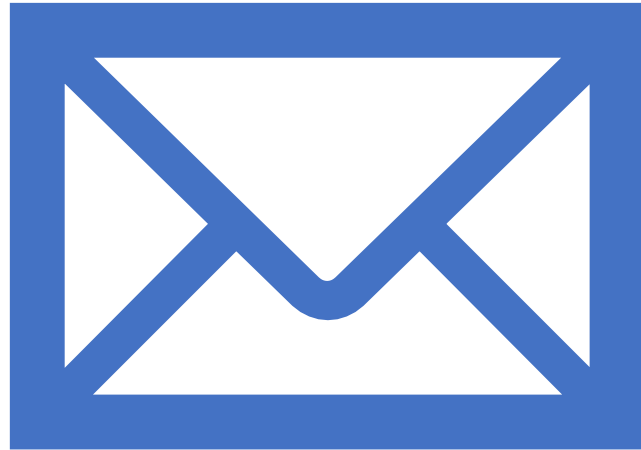


Where can I  
find this  
schedule and  
resources?


[D & S Shared Drive](#)

[Discipleship.dio.org](https://discipleship.dio.org)

# What Email Provider Should We Use



- What are you needing?
  - Email only
  - Email and text messaging
  - Easy interface or lots of control
- Are you looking for a free service?
- If willing to pay, about how many email addresses do you have on file? This may determine the frequency of sending.



# Common Email Service Providers

- MailChimp- <https://mailchimp.com/>
- Vertical Response- <https://www.verticalresponse.com/>
- Constant Contact- <https://www.constantcontact.com/index.jsp>
- Emma- <https://myemma.com/>
- Flocknote -<https://flocknote.com/>
- Evangelus: <https://diocesan.com/evangelus/>



# MailChimp Free Features

- Mail list management- integration with many church databases
- Cost is free for under 2,000 email addresses, forever
- Great learning tools, easy interface



# MailChimp Paid Features

- Automated emails (birthdays, new parishioners, web updates)
- Email series set up in advance (email devotional at Lent or Advent)
- Landing Pages
- Integrations (web, data, etc.)



[Why Mailchimp?](#)

[Marketing Platform](#) ▾

[Pricing](#)

[Resources](#) ▾



[Log In](#)

[Sign Up Free](#)

# Mailchimp Presents: Partners

Everyone wants to connect with another person.  
Partners is a podcast about people who've done





### Email

Design and send automated or regular emails to your contacts.



### Ads

Create an ad for Facebook or Instagram or use Google's network to retarget potential customers across the web.



### Website Beta

Create a website to connect your marketing channels and build a home for your brand.



### Landing Page

Create a landing page to collect new contacts, promote a product, or offer a discount.



### Survey New

Get business insights when you collect feedback from your audience



### Social Post

Share and track posts across your social channels.



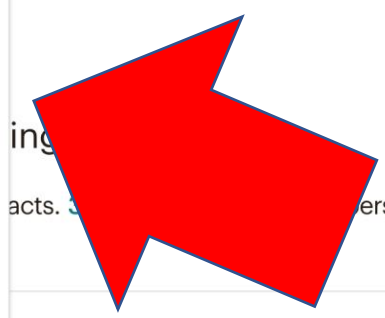
### Signup form

Add a pop-up or embedded form to your website to collect subscribers.



### Postcard

Design and send printed postcards to reach your contacts around the world.



View Contacts

Manage Audience ▾

h  
audience in the last 30 days.

4, 2020	5 Subscribed	0 Non-Subscribed
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### Tags

Tags will show up here. [Learn more about tags](#)



Where your contacts came from:





Regular Automated Plain-text

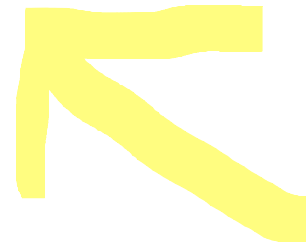
## Create an email

Keep your subscribers engaged by sharing your latest news, promoting a line of products, or announcing an event.

Campaign Name 100 characters

Begin


[Cancel](#)

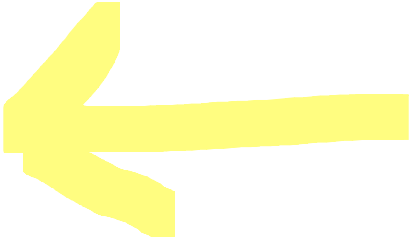




# New Test Campaign

[Edit name](#)

<p>✓ <b>To</b> All subscribed contacts in the audience <b>The Diocese of Springfield, IL</b>. <a href="#">300 recipients</a> Your 'To' field is not personalized with merge tags . If you'd like to segment your audience, you can <a href="#">edit your recipients</a>.</p>	<p>Edit Recipients</p>
<p>✓ <b>From</b> <i>Who is sending this campaign?</i></p>	<p>Add From</p>
<p>✓ <b>Subject</b> <i>What's the subject line for this campaign?</i></p>	<p>Add Subject</p>
<p>✓ <b>Content</b> <i>Design the content for your email.</i></p> <div data-bbox="784 872 1136 1158"></div>	<p>Design Email</p>





**Sell Products**

Market a line of products or promote seasonal items.

**Make an Announcement**

Share details about a sale, event, or other big news.

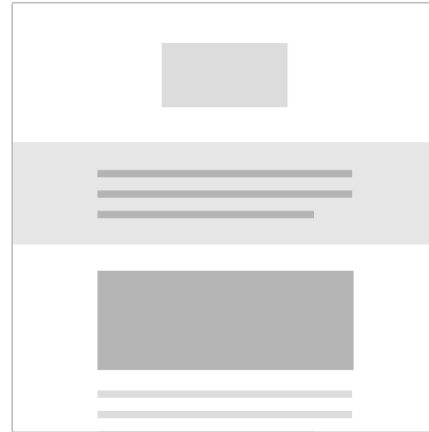
**Tell A Story**

Send a newsletter to let people know what you've been up to.

**Basic**



**1 Column**



**1 Column - Full Width**



**1:2 Column**



**1:3 Column**



**1:3 Column - Full Width**



**Simple Text**

[View this email in your browser](#)

Logo

## It's time to design your email.

Now that you've selected a template, you'll define the layout of your email and give your content a place to live by adding, rearranging, and deleting content blocks.

When you're ready to change the look of your email, take a look through the "design" tab to set background colors, borders, and other styles.

If you need a bit of inspiration, you can [see what other Mailchimp users are doing](#), or [learn about email design](#) and blaze your own trail.



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\*IFNOT:ARCHIVE\_PAGE\* \*LIST:DESCRIPTION\*

Our mailing address is:  
\*HTML:LIST\_ADDRESS\_HTML\* \*END:FE\*

Blocks Style Comments

- Text
- Boxed Text
- Divider
- Image
- Image Group
- Image Card
- Image + Text
- Share
- Social Follow
- Button
- Footer
- Code
- Video

Need a refresher? [Take a quick tour.](#)

Questions and Answer Time!

Email me anytime at: [kprice@dio.org](mailto:kprice@dio.org)