



ST. ANNE

ROMAN CATHOLIC PARISH

St. Anne Communications Guidelines

Revised 03-07-2023

St. Anne Roman Catholic Parish Communications Guidelines

These guidelines provide an efficient and effective process for submission of information to communicate and engage with our parish community. All information published by our parish will be in alignment with our Mission and Vision Statements and will promote the further building of God's Kingdom on earth.

St. Anne Roman Catholic Parish Mission Statement

Fiat Voluntas Tua! (Thy will be done). At St. Anne Roman Catholic Parish we strive to keep Christ at the center of parish life. Together in our celebrations of the holy Eucharist, and through our devotion to our Blessed Mother we're united evermore as a community.

Precedence and priority will always be evaluated for what kind of communication message is put out through the various forms of media formats here at St. Anne guided by our Pastor.

Communication Formats

Bulletin	Bulletin Inserts (Specials)
Digital Media Boards	Flocknote
Email Blasts	Pulpit Announcements (No longer available)
ProPresenter (Projection)	Speaking Before or After Mass (No longer available)
Web Site	Web Site Events Page
Facebook	Twitter
YouTube	Vimeo
Parish Front Office	Parish Information Center
Parish Mobile App	Courtyard Displays, Banners and Tables
Press Page	Cork Pin Boards

General Guidelines:

These critical questions are provided to help guide a ministry that plans to share information for communication in the various medias at St. Anne.

- Is it conducive to the life and mission of our parish?
- Does the message uphold the moral teachings of the Catholic Church?
- Does it meet the mission and purpose of St. Anne Roman Catholic Parish?
- Does it offer opportunities to grow in our faith within our community of St. Anne?
- Is it in line with the mission and vision of the Diocese of Phoenix?

General Guidelines (Continued):

Selecting the appropriate format for communicating your message as well as following the proper submission procedures will facilitate the efficient communication of your message to our parish community.

- Submissions will be reviewed and approved by the Communications Team under the guidance of the Communications Director and our Pastor.
- The Parish reserves the right to edit submissions to correct errors or conserve space as needed.
- Submissions should be short and concise.
- Submitters must include contact information (name, ministry, phone number, email).
- Submissions must be made electronically through the St. Anne web site or by email when necessary.

Below you will find the requirements for each type of communication format.

Bulletin Inserts	<p>Events that warrant an insert are those that appeal to a large portion of the parish.</p> <p>Inserts for a specific event will be included in the bulletin only once per calendar year.</p> <p>The submitter will be required to assist in making copies and to arrange volunteers to “stuff” the inserts into the bulletins the week of publication. (Usually on Saturday morning.)</p> <p>Inserts can be displayed when viewing the bulletin online as long as an electronic copy is provided when submitting a request. www.stanneaz.org/communications</p> <p>It is also recommended that an event with high visibility be submitted for inclusion on the St. Anne web site carousel banners and that it is posted on Flocknote for parishioners to see.</p>
Bulletin	<p>Submissions must be received <u>10 days</u> prior to the weekend that the information is to be included in the bulletin. The bulletin goes to print one week prior to distribution. During holiday seasons, significantly earlier submission deadlines may apply.</p> <p>Electronic submissions <u>only</u>... no hardcopy or verbal submissions. Submissions must be sent electronically on the St Anne web site; www.stanneaz.org/communications</p> <p>Approved submissions will be placed in the bulletin as space allows. Information concerning ongoing programs and activities will not be printed every week, but will rotate in and out of the bulletin throughout the year. Highlight activities for regular groups is encouraged. Utilizing Flocknote for regular group activity is highly recommended as a method of keeping your ministry parishioners engaged.</p>

Cork Pin Boards	<p>Only approved postings are permitted. Space is limited so approved postings will be removed after an appropriate time to make room for new information as needed.</p> <p>Non-approved or randomly pinned fliers will be removed. No business ads or solicitation cards are permitted.</p>
Courtyard Displays, Banners, Tables	<p>Please visit the St. Anne website to submit a request to set up tables or banners in our courtyard. www.stanneaz.org/communications</p> <p>Once your request for a live event or banner display in the courtyard is approved and scheduled by the Director of Parish Administration under the guidance of our Pastor, your approved event will be added to our Facility Scheduler program and Parish Calendar. Your banner may then be displayed in one of the designated areas.</p> <p>All Parish Ministry displays must be designed with St. Anne marketing in mind. Please visit the St. Anne Communications page to download the “St. Anne Style Guide” or to contact the Communications Team for assistance and approval. www.stanneaz.org/communications</p> <p>Banners must fit the designated size and hanging requirements. Please request these guidelines from the Communications Team.</p>
Digital Media Boards	<p>The Digital Media Boards are located in Key areas of the campus. There are two in the narthex of the church, one in the front office inside, one in the front office window facing the parking lot and one in the narthex of the Parish Hall. These media boards are designed to offer rotating images and information which will promote and advertise activities. This information is typically a focused effort in keeping with a theme, season or activity that is during that month.</p> <p>The timing and duration of the displayed media is run on a schedule and calculated to take advantage of each opportunity for viewing when parishioners and guests are visiting the parish.</p> <p>Requests to use the digital media boards are submitted on the St. Anne web site. Complete the online information form and include all pertinent information along with any preferred graphics and photos. www.stanneaz.org/communications</p> <p>The Communications Team can assist in creating the graphics for the Digital Media Boards. Visit the communications page on the St Anne web site to download the specifications, requirements and templates if you would like to submit a finished graphic for approval. www.stanneaz.org/communications</p>

Email Blasts	<p>Emails can be sent from the parish to subscribers. These emails provide select information generally at a high level of interest, usually requested by the Pastor or at the request of staff members.</p> <p>It is not a practice for blanket emails to be sent for activities that are on-going or part of regular ministry needs. Email communication can happen within ministry areas. Communication within Flocknote is highly preferred and highly encouraged.</p>
Facebook	<p>Facebook posts include bulletin items, reminders of upcoming events, general information, photos of events, and reposts from the Diocese of Phoenix, the Vatican and other reputable Catholic sources.</p> <p>Hand created posts are made by the Communications Team to help encourage interest in specific topics, events or ministry information.</p> <p>The Communications Team also shares many live streams of events.</p>
Parish Front Office	<p>The Parish front office wall and counter provides limited space for:</p> <ul style="list-style-type: none"> • Parish Bulletin. • Monthly Parish Calendar and Ministry Schedules. • Parish Directory and Parish History. • Diocesan Posters and event promotional materials. • Miscellaneous items such as holy cards, prayers, etc. as approved by the Communications Team or Pastor. • If space permits, pamphlets providing information regarding the various ministries offered by our parish, including contact information.
Parish Information Center	<p>The Parish Information Center is located in the Northeast entrance of the narthex of the church. This space with counters and wall receptacles provide ministries with the means to interact with our visitors and parishioners in the following ways:</p> <ul style="list-style-type: none"> • Parish Bulletin. • Monthly Parish Calendar and Ministry Schedules. • Parish Directory and Parish History. • Diocesan posters and event promotional materials. • Provide pamphlets with information regarding the various ministries offered by our parish, including contact information. • Miscellaneous items such as holy cards, prayers, etc. as approved by the Communications Team or Pastor. <p>Please do not use any push pins to hang posters or fliers throughout the campus. Tape can be used on glass surfaces or proper clips can be used to hang posters and fliers.</p>

Parish Mobile App	<p>The purpose of the parish mobile App provides:</p> <ul style="list-style-type: none"> • General information for visitors and the community at large. • Catechesis • Mass schedule • Parish calendar • Announcements • Event Schedule • Evangelization and outreach efforts to the greater Church. • Live Web Stream, Podcasts and other forms of media • Push Notifications <p>This tool is managed through the Communications Team and reflects what is provided on the parish Web Site. No submissions are necessary.</p> <p>Push notifications are at the request of the Pastor, Parish Administrator and or the Communications Team.</p> <p>Please use the St. Anne web site Communications page, www.stanneaz.org/communications</p>
Press Page	<p>The Press Page is a place for the official information about the history and mission of St. Anne Roman Catholic Parish. This is also where we share with media outlets and ministries the official St. Anne logo, colors and fonts used to create the St. Anne designs within our style guidelines.</p> <p>https://stanneaz.org/resources/press</p>
ProPresenter	<p>ProPresenter announcements are projected on the wall in the Sanctuary prior to the Liturgy. This method is also used when there are special guest speakers or holy days, which require public announcements for parishioners and guests.</p> <p>ProPresenter announcements must be submitted by Thursday morning to be considered for use in the following weekend's announcements.</p> <p>Submissions should be sent electronically on the St. Anne web site using the designated form. www.stanneaz.org/communications</p> <p>Hardcopy or verbal submissions will not be accepted.</p> <p>There is a limited word count for ProPresenter announcements of approximately 140 characters.</p> <p>Announcements will not contain images. A small logo may occasionally be allowed.</p> <p>Only one slide per ministry.</p>

	<p>On a normal rotation only five ministries will be represented per weekend and priority will be given to events with closest proximity or deemed of higher need by the Communications Team, Parish Administrator and the Pastor.</p> <p>Announcements are NOT allowed to be added by ProPresenter volunteers right before Masses. (Generally, the only allowed additions would be due to the death of a parishioner or family member of a parishioner who is to be remembered during the Universal Prayer of the Church. Or to accommodate a request by the Pastor.)</p>
Pulpit Announcements	<p>Pulpit Announcements are not available</p> <p>Announcements at Mass will be minimal and only the Pastor will make this determination.</p> <p>If you feel that there is an announcement that must be made, please submit it through the St. Anne web site. www.stanneaz.org/communications</p> <p>No hardcopy or verbal submissions will be accepted.</p> <p>Announcements are NOT allowed to be written in the binder before weekend Masses. The only allowed additions would be due to the death of a parishioner or family member of a parishioner who is to be remembered during the Universal Prayer of the Church.</p> <p>The Pastor and or the presider at the Mass have the right to change if and when announcements will be read or presented as he deems fitting for a particular Liturgy.</p>
Speaker Before/After Mass	<p>Presenters, guest speakers, videos and media presentations before or after Mass will no longer be allowed. Only the Pastor can override this rule. Diocesan required public videos are the only exception when approved by the Pastor.</p> <p>Flocknote, Bulletin, ProPresenter, Digital Media Boards, St. Anne web site and other methods of communication are available to provide information to our parishioners, community and guests.</p> <p>Submissions should be sent electronically on the St. Anne web site. www.stanneaz.org/communications</p> <p>No hardcopy or verbal submissions will be accepted.</p>

Twitter	<p>Twitter posts include bulletin items, reminders of upcoming events, general information, photos of events, and reposts from the Diocese of Phoenix, the Vatican and other reputable Catholic sources.</p> <p>On occasion manual posts are made by the Communications Team to help encourage interest in specific topics, events or ministry information.</p>
Vimeo	<p>Vimeo channels are used for event promotional videos, ministry videos, archives of past events and for any other video content that requires a place to host for inclusion on the St. Anne web site or other social media platforms. We will also post and share reposts from the Diocese of Phoenix, the Vatican and other reputable Catholic sources.</p>
Web Site	<p>The parish website provides:</p> <ul style="list-style-type: none"> • General information for visitors and the community at large • Church History and Catechesis • Information on parish ministries and to attract volunteers • Information on the sacraments and preparation for sacraments • Mass schedule • Parish calendar • Evangelization and outreach efforts to the greater Church • Live web stream, podcasts and other forms of media <p>Please use the St. Anne web site Communications page, www.stanneaz.org/communications to contact us if you notice a mistake or inaccurate information on our website or need for changes to leadership or ministry contact information, ministry descriptions, etc.</p>
Web Site Events Page	<p>In order to submit your event to our Web Site Events Page, please use the St. Anne web site Communications page, www.stanneaz.org/communications</p> <p>Events promoted on the home page of the St Anne web site are typically high visibility and inclusive events or activities. These will most often be given priority by the Communications Team under the guidance of our Pastor and mission.</p>
YouTube	<p>YouTube channels are used for live Liturgy, events and for archives of past events. It is also a channel for streaming our adoration chapel live 24/7. The Communication Team will also post and share reposts from the Diocese of Phoenix, the Vatican and other reputable Catholic sources.</p>