

Report Date: January 2020

Prepared by: Susan Morano

Ministry Name: Communication/Public Relations/Membership (CPRM)

Council Members: Susan Morano, Sharon Smith, Stephanie Crisantos, Norma Lanfray

Non-Council Members: Justin Veiga, Brian Masetta, Angelica Tronco

Last Team Meeting Date: January 12, 2020

2020 Objectives for this Ministry:

- Post Council Minutes on website and in church after approval, but before next council meeting.
- Secure at least twenty new members to St. Matthew church and deter departure of existing members.
- Advertise and publicize St. Matthews community, fund raising events and special church services to exceed 2019 fund raising totals.

Team Accomplishments Since Last Report (accomplishments since December 4, 2019):

Communication:

- Posted Council Minutes from 12/04 and 12/17 meetings to website and placed hardcopy on church cork board.
- Built a matrix with ministries and council members to determine how to schedule ministry meetings so council members can participate in multiple ministries. Announced the new ministry teams and new meet times to laity and council members. Justin Veiga posted new ministry meet times on website.
- Forwarded relevant council documents to new members, Bertie Ninichuck and Remo Ottone.
- Called a meeting on December 29th to coordinate activities for February 14th fund raising event. Attending were Kathryn Tuma, Jennie Guida, Sharon Smith, Katie and Nancy Henry, Bob Morano. Published agenda for this meeting, and minutes after the meeting.
- Published and distributed agenda for January 12th ministry meeting. Distributed minutes of this meeting.
- Kathryn Tuma included an ad for the February 14th event in the December 22 church bulletin and a flyer insert for January 12th church bulletin.

Advertising:

- Kathryn Tuma secured an announcement of our February 14th event on Bobby Jo Valentine's website.
- Justin Veiga posted a February 14th event announcement with photo on home page of St Matt's website. Justin also created a Bobby Jo event on the website as a calendar item and created a digital ticket for it (so website visitors can purchase tickets via the site).
- Susan Morano researched "Meet-up" and "Next door" online applications to determine if they would be appropriate for St Matt's advertising.
- Susan Morano created a February 14th event poster, duplicated two 16 x 20 posters and mounted them on St Matt's windows.

- Sharon Smith created a February 14th flyer. Sharon and Doris Hand distributed this flyer to apartments and communities in St. Matt's neighborhood.
- Susan Morano created a concert ticket for sales to the February 14th event. Susan also purchased two concert tickets for a \$4 raffle to generate additional sales and publicity.
- Susan Morano created an auto window decal advertising St. Matthews Church; ordered a small supply for distribution to priests and for sale to others. Decals advertise St. Matt's location, service times, website address, logo and brief bio.

Public Relations / Membership:

- Sharon Smith prepared a tri-fold (front and back) pamphlet; made copies for council members and presented to CPRM team on January 12th.
- Susan Morano researched and documented several community events in Tustin, Santa Ana, and Orange cities in which St Matthews could participate and circulate our tri-fold pamphlet.

Activities / Work Planned:

- Stephany Crisantos will research public websites, including Wikipedia, to determine if those sites mention St Matthew Church and if not, how to include St. Matthew in the narrative of those sites.
- Justin Veiga will review Bob Morano's website report titled "Notes on Saint Matthews Website". Susan will forward softcopy of document to Brian Masetta and Angelica Tronco to request their assistance in updating the website (items listed in Bob's document).
- Susan will contact Kathryn Tuma concerning Stephany Crisantos security clearance to upload documents and photos to St Matthews Facebook page.
- Sharon Smith will secure feedback from council and clergy regarding new layout and text in tri-fold pamphlet. Once approved, Sharon will forward to Justin Veiga for duplication from discount printer vendor.
- Sharon Smith will consult with Doris Hand to produce content for St Matthews website that talks about "LGBTQ friendly church" and/or "membership diversity" and/or "women priests".