

Report Date: March 2020

Prepared by: Susan Morano

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

Members Attending: Susan Morano, Stephany Crisantos, Sharon Smith, Justin Veiga, Angela Crisantos, Tonya Adams

Meeting Date: March 8, 2020

Next Meeting Date: April 19th (3rd Sunday)

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 February 9, 2020):

Communication:

- Susan posted announcements on church cork bulletin board for “HaveAHeart” campaign, a flyer for Easter newspaper ad donations, volunteers to join Community Life/Fund Raising ministry. Also mounted on this bulletin board was a new document folder containing Parish Council February minutes and February Ministry reports.
- Susan uploaded Council minutes to website, and all Ministry Reports for January & February to new website page.
- Angelica posted ad on website home page for “HaveAHeart” campaign and sent out an email “blast” for this.
- Angelica built pop-up calendar entry announcing location for Ash Wednesday evening services.
- Susan requested of Kathryn the following insertions in weekly Church bulletin:
 - “HaveAHeart” campaign
 - Opportunity to help fund Easter newspaper ad
 - Announcement for Saint Matthew participation in “Great American Write-In”

Advertising:

- Susan developed a newspaper ad inviting newcomers to Easter services. Three different rough draft versions were built to provide different pricing options and accommodate funds donated. Susan also researched print publications available in Orange County, including OC Register, and requested a quote for Easter ad in OC Register newspaper. Donations collected as of 3/8/20 is \$204.00

Newspaper Cost

<i>Where</i>	<i>Cost</i>	<i>Details</i>	<i>Reach</i>
LA Times	\$ 227.90	Two Sunday ads March 29 and April 5	1,078,454 people
OC Register	\$ 227.50	Two Thursday publications in "Holliday Worship Guide" on April 2 and April 9	80,000 people (daily) 180,000 Sunday

- Sharon made numerous changes to announcements on “sandwich board” as the need arose (Sunday services, “Ashes to Go”, February 14th Valentine concert). She moved the board in position (sidewalk near Town & Country Road) before and after services and as needed.

Public Relations / Membership:

- Sharon worked closely with Justin to finalize photos and details for pamphlet and “insert”.
- Justin created a color defining design for the pamphlet that conveys contemporary look. He selected type fonts and photos that attract and hold viewer’s interest in both pamphlet and “insert”.
- Stephanie began work on translating the pamphlet English version to Spanish.
- Susan contacted Benjamin Brazil, LA Time journalist who interviewed Adelia Sandoval last May, to ask if he would do a follow-up article on Adelia’s ordination to the diaconate. He declined.
- Sharon Smith reported three new visitors at 8:00 am Sunday service (contact info not available, but first names were: Gary, Rebecca, and Michelle)
- Sharon learned from Gary (new visitor) that a Google search query “Nearby Catholic Churches” returned Saint Matthew in the search results. Also, Saint Matthew Church is listed in Yelp reviews.
- Tonya reported that new Adult education class would be scheduled starting in May and she would advertise this class using the “Meet-Up” app

Website (in general):

- Susan made various minor updates / corrections to website requested by Kathryn.
- Justin built new web page for ministry reports. He has some final modifications planned which he’ll implement when time permits.
- Angelica created a calendar “placeholder event” on website for the Unity Sunday March 29 mass.
- Justin made various minor updates to website (phone number for Spanish speaking callers, update to mass service times for March 29, etc.)
- Justin confirmed the “Holy Week” schedule is on the website.

Facebook / Instagram:

- Stephany discussed “photo sharing” between Fr. Arturo’s Facebook page and Saint Matthew’s Facebook
- We discussed the use of Instagram for public relations/advertising. Stephany and Angela offered expertise with this.

Activities / Work Planned / Work in Progress:

- Initiation of new website for “divorced Catholics” (*Begun by Angelica Tronco*)
- Arrangement with nearby Dollar Store management for an ad on back page of our bulletin in exchange for merchandise (paper towels, TP, hand soap, etc.) - *Work in progress by Sharon Smith.*
- Addition of two more sandwich boards – *Work in progress by Sharon Smith*
- Next “Saint Matt’s After Dark” event - - *Richard Smith Group, Hispanic salsa group (to be named), or Matthew Hickman’s group. Discussed preliminary interviews with UTube video of music before booking*
- Unity Sunday announcement. *Discussed an email “blast” with details to be sent asap (pending details)*
- Advertising for Saint Matthew’s T-Shirt Sale (need update from Social Justice/Outreach ministry). *Justin mentioned that T-Shirts could be sold using our website page.*
- Website additions - - “landing page” for Ordination of women & LGBTQ. *Tonya to arrange meeting with Justin for WordPress intro instructions; and may begin work on new website page.*



Above left: versatile sandwich board used during services and special events



Above right: LA Times newspaper ad to be published March 29 and April 5

Below: Announcements in Church Bulletin



Join Us for Easter Services
 Saint Matthew Ecumenical Catholic Church
 Easter Vigil Saturday, April 11 at 6:00 pm (English)
 Easter Sunday, April 12 at 10:30 am (English) & 12:30 pm (Spanish)
ALL ARE WELCOME (single, married, divorced, LGBTQ, young, old!)
 1111 W. Town and Country Rd
 Orange, 92868
www.saint-matthew.org

Opportunities

Two opportunities during the year for a church to introduce itself to newcomers are Easter and Christmas. An invitation to join us for services may lead to a repeated visit and new members. Let's take advantage of this opportunity to increase our membership! We can reach 1,078,454 people with a Los Angeles Times Orange County edition newspaper (and on-line) ad directed to subscribers in their OC communities.

Ad placement planned for March 29 and April 5 Sunday papers. Our **target audience** for this advertising effort is retired and employed homeowners over forty years of age who are more likely to be LA Times subscribers.

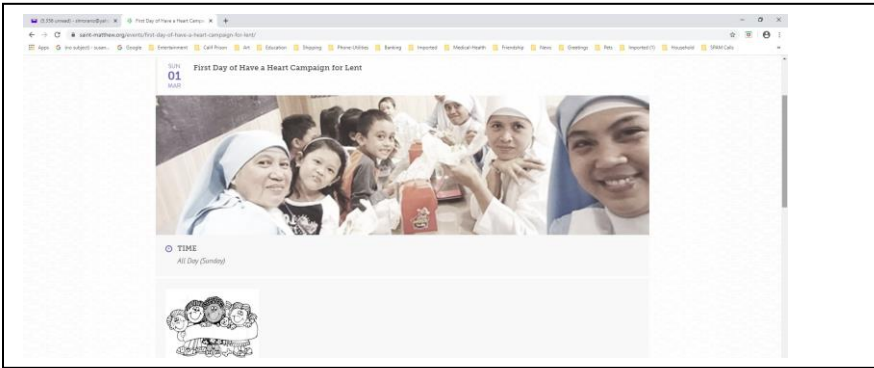
We need your help to finance this ad. Two options proposed: Smaller ad for \$101.62 or larger ad with graphics for \$203.58. **Help us cover the cost.** Donation cycle for ad cost begins **February 23 and ends March 22.** Write check payable to Saint Matthew Church with "Easter newspaper ad" in "Memo" line of check, or donate cash in envelopes provided at each church entrance door. Kathryn will tally donations and announcement will be made when we reach our goal.

WAVE PAC

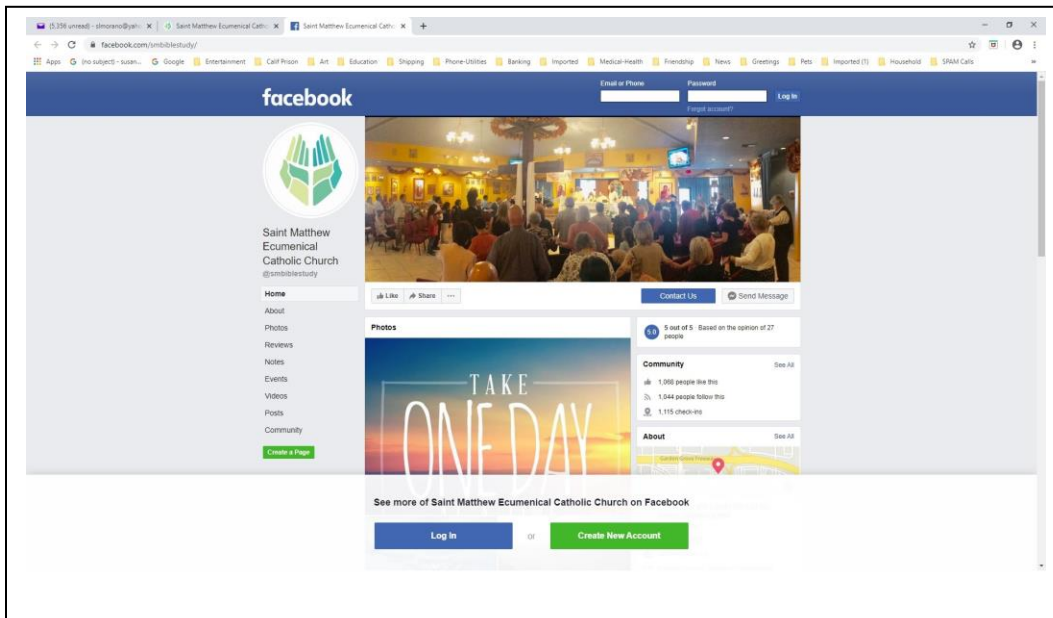
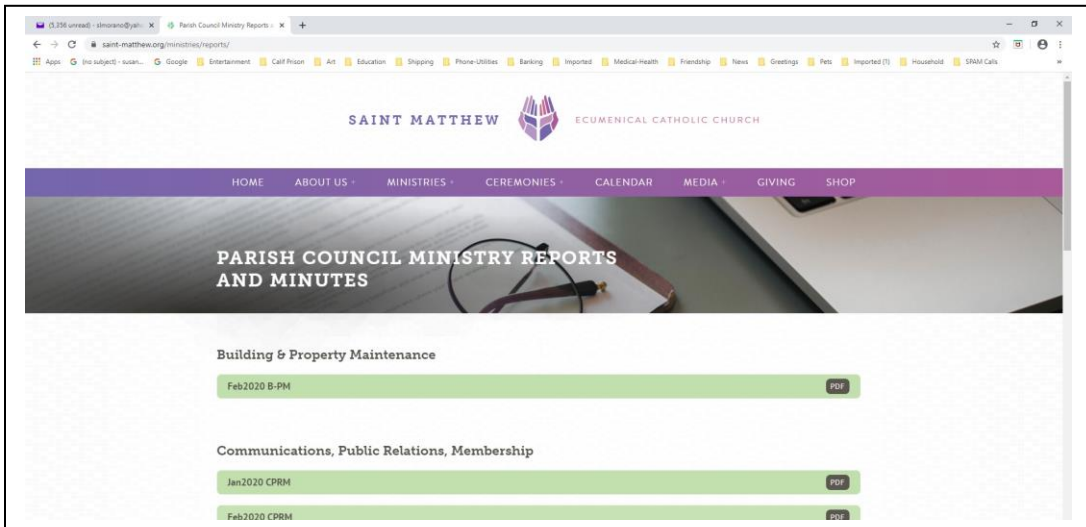
WOMEN FOR AMERICAN VALUES AND ETHICS • POLITICAL ACTION COMMITTEE

Great American Write-In

Support Saint Matthew's participation at this event by
 Visiting our table staffed by Deacon Tammy & others
 9:30 am to 1:30 pm on Saturday, March 21
 The Deji Center
 5050 E. Central Avenue, Santa Ana, CA 92707
<https://www.wave4all.org/event/great-american-write-in/>



Above and on left:
Website notices
and
New webpage for
Ministry reports



New pictures on
Facebook

Tri-Fold Pamphlet / Brochure

Weekly Schedule

SUNDAY MASS
8:00 a.m. (English)
10:30 a.m. (English)
12:30 p.m. (Spanish)

CHARISMATIC MASS
Sunday - 3:00 p.m.
(English, Telegu, Syriac)

SACRED HEART OF JESUS NOVENA MASS
First Fridays - 6:00 p.m.

PRAY THE ROSARY
Wednesdays - 5:15 p.m.

Also join us for...

BIBLE STUDY **BAPTISMS**
AULT EDUCATION **WEDDINGS**
CHILDREN'S EDUCATION **QUINCEAÑERAS**
FIRST COMMUNION **FUNERALS**
CONFIRMATION **GRIEF COUNSELING**
YOUTH PROGRAMS **COMMUNITY EVENTS**

SAINT-MATTHEW.ORG
131 W. TOWN AND COUNTRY ROAD
UNIT 14 • ORANGE, CA 92668
714 647-0770 • INFO@SAINT-MATTHEW.ORG

SAINT MATTHEW
ECUMENICAL CATHOLIC CHURCH

We are a loving and inclusive faith community, following Jesus, honoring the dignity and equality of each person through the work of the Holy Spirit in our authentic Catholic tradition.

"A new commandment I give to you, that you love one another, just as I have loved you, you also are to love one another."
(JOHN 13:34)

Left: Outside the fold

Below: Inside the fold

Our Roots

Our faith community was founded in 1985 by Father Peter Hickman and a small group of concerned Catholics. They perceived that there was a great need for an expression of authentic Catholic spirituality and community life that was independent of Rome. They sought to provide a necessary alternative for the many people who were being excluded from the Roman Catholic Church.

We derive our apostolic succession from the Old Catholic Church of Utrecht, the Netherlands, that descends historically from the Roman Catholic Church. The Old Catholic Church has maintained an authentic Catholic identity and a valid apostolic succession since the early eighteenth century.

In 1870 the Roman Catholic Church introduced a "new" teaching, the Doctrine of Papal infallibility. The old Catholic Churches were formed in Germany, Austria, Switzerland, and Poland because they opposed this new doctrine as inauthentic. These Old Catholic Churches continue to this day.

Saint Matthew Church possesses valid apostolic succession through the Old Catholic Church of Utrecht.

WE ARE AN EMERGENT CHURCH PRACTICING AN ANCIENT FAITH IN NEW WAYS.

WE PRACTICE THE SEVEN TRADITIONAL SACRAMENTS OF THE CHURCH IN A REFORMED AND RENEWED STYLE.

Both men and women may serve in the ordained ministries of the church. Clergy are free to marry; those married are free to be ordained.


Receiving the Eucharist and participating in the sacramental life of the church is open to those who have divorced and those who have remarried.

The Holy Eucharist is a gift freely given by God to all the baptized, of all denominations.

"I cherish most that all are unconditionally welcome and that the Eucharist is considered a gift and not a reward."
"The first thing visitors notice is our diversity. The second thing they notice is the presence of the Holy Spirit!"
"I sensed an authenticity like I was back in time experiencing an Early Christian faith community."
"When I walked in to Saint Matthew for the first time I felt like I had come home."
"As a cradle Catholic I had longed for the liturgy even though I had distanced myself from the Church. At Saint Matthew I was impressed with the warmth and love I encountered."
"It is the spiritual home that we have always hoped the Catholic Church could be."

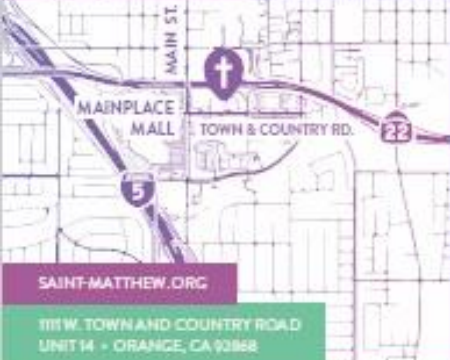

WE WELCOME EVERYONE, WHATEVER YOUR FAITH BACKGROUND, RACE, ETHNIC IDENTITY, OR GENDER ORIENTATION (LGBTQ).

One-Page "Insert"



SAINT MATTHEW
ECUMENICAL CATHOLIC CHURCH

FOUNDED IN 1985



SAINT-MATTHEW.ORG

1111 W. TOWN AND COUNTRY ROAD
UNIT 14 • ORANGE, CA 92668

714 647-9770 • INFO@SAINT-MATTHEW.ORG

WE ARE

Progressive Catholics

PRAYING FOR THE REFORM
AND RENEWAL OF THE
CHURCH.

We support such necessary and just changes as...

- Giving priests freedom to marry and raise families of their own.
- Giving women the opportunity to serve God's people as ordained ministers.
- Inviting the divorced and remarried back to the sacraments and Church life without subjecting them to annulment procedures.
- Entrusting married couples with the responsibility of following their own conscience in regard to the use of artificial contraception.
- Including all the baptized, whether Catholic or Protestant, in the celebration of the sacraments.
- Recognizing the dignity of all human beings regardless of their race, ethnic identity, differing abilities, or gender orientation (LGBTQ).
- Striving for justice within the church as well as throughout the world.