

Report Date: April 15, 2020

Prepared by: Susan Morano

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

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

Next Meeting Date: TBA

### ***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 March 8, 2020):***

#### **Done in Area of Communication:**

- Susan posted announcements on church cork bulletin board for “Handshake Free Zone” flyer, a flyer for “Safe Alternatives to Handshakes”. Also mounted on this bulletin board was a “Thank You” flyer to all donors for newspaper ad. Susan updated Parish Council minutes and March Ministry reports replacing the previous reports in “Minutes” folder on cork bulletin board.
- Susan removed the 18 x 20” “Holy Week” posters from church doors (two posters, one at each entrance).
- Susan uploaded March Council minutes to website, and all Ministry Reports for March to new website page.
- Angelica sent an email “blast” (flyer) notice
  - On March 14<sup>th</sup> regarding cancellation of March 15<sup>th</sup> church services,
  - On March 20 announcing video recording available online for March 22<sup>nd</sup> services, cancellation of “The Great American Write-In” and “Unity Sunday”. Announcement of new “Giving” alternatives mentioned.
  - On March 22<sup>nd</sup> inviting members to view Sunday Mass recording and providing “readings” (chapter and verse numbers) for the service. Email also provided links to website recording and Facebook.
  - On March 17<sup>th</sup> to distribute Bishop Peter’s letter.
  - On March 29<sup>th</sup> to provide readings for fifth Sunday of Lent, links to YouTube and Facebook Sunday mass recordings, listing of Facebook community opportunities, and “Options for Giving”.
  - On April 4<sup>th</sup> to announce three different ways to participate in Palm Sunday service, links for those services and other “virtual” church events (Rosary, Bible Study), and “Options for Giving”.
  - On April 9<sup>th</sup> to announce Easter Triduum Liturgies to be available on website and Facebook
  - On April 10<sup>th</sup> to announce Stations of Cross service available on website and Facebook
  - On April 11<sup>th</sup> to account Easter Sunday Liturgy available on website and Facebook
- Stephany translated English language to Spanish for a thank you flyer Susan prepared. Flyer announced services online services (in both English and Spanish) on the “church closure” sign. Flyers were posted both church entrances, and office door.

- Susan built a step-by-step guide for accessing Zoom software and setting-up an account. Guide was posted on Facebook.

#### **Done in Area of Advertising:**

- Susan notified all donors for Easter newspaper ad that the ad would not be published due to closures. All funds were submitted to Kathryn for deposit and allocation in designated account for newspaper advertising.

#### **Done in Area of Public Relations / Membership:**

- Supply of tri-fold brochures/pamphlets delivered to Kathryn at church office from the printing company.
- Stephanie completed work on translating the pamphlet (tri-fold brochure) English version to Spanish and submitted her work to Fr Arturo.
- Susan created "Visitor Welcome" contact info cards and presented the idea to Parish Council members on March 10. Rosa Isela Lopez created a Spanish version.

#### **Done in Area of Website:**

- Justin updated "Giving" webpage adding code/changes necessary so members can submit donations via debit or credit card, one donation at a time. Website validates information entered, transmits the amount directly to Saint Matthew Chase bank account, and sends the contributor a confirmation email.
- Justin added the AmazonSmile notice on the Giving page with information on how to get started.
- Justin added a banner that is displayed on several website pages to alert viewers to cancellations and providing instructions on where to find future notifications.
- Justin added saint-matthew.org URL to Mailchimp (email marketing service) so when email blasts are sent, the "sender" shows [info@saint-matthew.org](mailto:info@saint-matthew.org), instead of [st.matthew@gmail.com](mailto:st.matthew@gmail.com). This change will improve the readership by directing emails to recipient's inbox, instead of spam or junk folders.
- Justin fixed webpage display problem in which WordPress error messages were displayed on the "Media" webpage.
- Justin sent logo animation and fonts to Matthew Hickman so videos can be better branded.
- Justin added optional "note" field to online donation "Giving" page

#### **Done in Area of Facebook / Instagram:**

- Stephany created a Spanish / English flyer with Saint Matthew icon to announce virtual Sunday services on Facebook and Instagram.
- Angelica added message from Deacon Tony and letter from Mother Diane on April 9<sup>th</sup> to website and Facebook post
- Stephany posted "Easter Blessings to all..." message in English and Spanish on Facebook

#### **Done in Area of Other / Project Management:**

- Angelica set up a CPRM project in this internet-based project management tool, created tasks and defined resources (team). Sent emails to team members with links to the CPRM Asana team site, tutorial, and Asana Overview Video.
- Angelica defined a "workflow" (end-to-end process) for coordinating with Clergy, staff, Parish Council to complete CPRM work. Information saved in Asana as a "task".
- Bob Morano, Parish Council moderator, sent email on April 3<sup>rd</sup> to Father Arturo Querijero, Tony Russo, Diane Smith, Tammy Fuqua, and Peter Hickman requesting that they coordinate their communication needs through the Parish Council and appropriate ministry.

- Susan sent email to Parish Deacons and Clergy Council on April 6<sup>th</sup> asking that all requests for CPRM work be given appropriate “lead time”, that details be accurate and complete, and event be validated.

#### ***Activities / Work Planned / Work in Progress:***

- Initiation of new website for “divorced Catholics” (*Begun by Angelica Tronco*)
- Addition of code in the “Giving” website page to facilitate “Recurring Payments” as donations.
- 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*
- 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. Advertising opportunities for CPRM*
- 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.*
- *Announcements / Notifications to continue on Facebook, website, email “blasts” as long as coronavirus closures in place.*

Right: Enlarged version LA Times Easter ad  
 Below: Orange County Easter ad followed by  
 Facebook and Instagram Notice



## 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](http://www.saint-matthew.org)



**SAINT MATTHEW**  
 ECUMENICAL CATHOLIC CHURCH

<p><b>Join Us for</b>  <b>ONLINE ENGLISH MASS</b></p> <p>Every Sunday</p> <p>On our Facebook page posted at 9:30am          &amp;          On Youtube at 8:00am</p>	<p><b>Acompañanos a</b>  <b>MISA EN LÍNEA EN ESPAÑOL</b></p> <p>Todos Los Domingos</p> <p>EN VIVO via Zoom          12:30pm (tiempo pacífico)          Meeting ID#: 2557366673</p>
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Let's Pray Together for Healing  
 in the World.  
 You can view on any device  
 Apple, Mac phones, computers,  
 Youtube app

Oremos juntos por la Sanación en el  
 Mundo.  
 pueden bajar el ZOOM en sus  
 aplicaciones del teléfono Apple o  
 Android, computadoras y  
 aparatos electrónicos.

For more information:  
 Facebook page - Saint Matthew Ecumenical  
 Catholic Church &  
 Website - <https://www.saint-matthew.org/>

Para más información:  
 Página de Facebook - Saint Matthew  
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**Easter Vigil Saturday,**  
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**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](http://www.saint-matthew.org)**

Website changes:

## Online using a credit or debit card securely here



### DONATE TO

- ☒ General Fund
- ☐ Building Mortgage

Amount ( \$ )

Add to cart



Recurring online payments  
coming soon



amazon**smile**

AmazonSmile offers an opportunity for our church to receive a small donation (0.5%) from Amazon whenever someone purchases items on the smile.amazon.com website. It's small but can add up!

Tens of millions of products on Amazon are eligible for donations. You will see eligible products marked "Eligible for AmazonSmile donation" on their smile.amazon.com product detail pages. Recurring Subscribe-and-Save purchases and subscription renewals are not currently eligible.

### Follow these simple steps to get started:

1. Visit [smile.amazon.com](https://smile.amazon.com) and log in using your Amazon username and password.
2. Search for "Saint Matthew Ecumenical Catholic Church" and select it as your charitable organization.
3. You're all set and should receive an email saying, "Welcome to AmazonSmile! Thank you for supporting Saint Matthew Ecumenical Catholic Church."

Every time you order items through smile.amazon.com, Saint Matthew will already be selected as your default charitable organization. Note that donations occur only if you are using the correct website link (not the regular Amazon.com link or mobile app).

**Quick tip!** Bookmark the [smile.amazon.com](https://smile.amazon.com) website in your internet browser so that you can access it more easily.

## PLEASE NOTE!

All in-person church events are cancelled until further notice. See the latest information about recorded masses, sacraments, and pastoral care in this [letter from Bishop Peter](#).

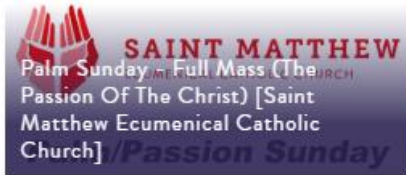
Stay up to date by returning to our website, visiting our [Facebook page](#) or by joining our [email list \(below\)](#)



# Online Mass

Videos while our community is unable to meet in person due to the coronavirus/COVID-19 crisis.

**April 5, 2020**



**Saint Matthew Ecumenical Catholic Church**

April 4 at 1:39 PM · 🌐



During this time of "Shelter at Home" Saint Matthew has many virtual events - weekly Masses posted to our website and Facebook pages (watch and celebrate together on Facebook at 9:30 am), Wednesday evening praying of the rosary, a bible study (more info to come) and our Holy Week masses. Please spread the word!



## SAINT MATTHEW VIRTUAL EVENTS

Including Holy Week and Easter Liturgies

Masses will be posted to:

- Saint Matthew website: [saint-matthew.org](http://saint-matthew.org) (available at 8:00 am)
  - Church Facebook page: [facebook.com/smbiblestudy](https://facebook.com/smbiblestudy) (video premieres at 9:30 am)
- For Praying the Rosary, Zoom details are found at:
- Facebook Rosary page: [facebook.com/groups/670051853800743](https://facebook.com/groups/670051853800743)

Left: Facebook post

Below: Rosary Facebook "group"



**Below: Physical sign posted on church building doors:**



All in-person church events are cancelled until further notice.

Join us for on-line services on our website, <https://saint-matthew.org/> or our **Facebook page**

Join us LIVE services in Spanish by Arturo Ferreras Sunday Mass in Spanish via ZOOM by visiting our Facebook page to acquire time of day and Zoom meeting ID. You can download ZOOM in you Apple or Android phones, IPad, IMac, Computers

Acompañanos a los servicios EN VIVO en español de Arturo Ferreras Misa dominical en español a través de ZOOM visitando nuestra página de Facebook para adquirir la identificación de la reunión de Zoom. Puede descargar ZOOM en sus teléfonos Apple o Android, iPad, IMac, Computadoras

**Thank you, Muchas gracias to**

**Bishop Peter, Fr. Arturo, Deacon Tony, Mirella, Joseph**





**SAINT MATTHEW**




**ECUMENICAL CATHOLIC CHURCH**



**Below: Visitor "welcome" cards**

<p style="text-align: center;"><i><b>Thank you for visiting</b></i></p> <p>Would you like to learn more about Saint Matthew Ecumenical Catholic Church? Let us know your contact preferences.</p> <p>Name: _____</p> <p>Mailing Address: _____</p> <p>Email: _____</p> <p>Phone: _____</p> <p>How did you hear about us? _____</p> <p style="text-align: center;">Internet? Flyer? Facebook? Friend? Other?</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <span><b>SAINT MATTHEW</b></span>  <span><small>ECUMENICAL CATHOLIC CHURCH</small></span> </div>	<p style="text-align: center;"><i><b>Thank you for visiting</b></i></p> <p>Would you like to learn more about Saint Matthew Ecumenical Catholic Church? Let us know your contact preferences.</p> <p>Name: _____</p> <p>Mailing Address: _____</p> <p>Email: _____</p> <p>Phone: _____</p> <p>How did you hear about us? _____</p> <p style="text-align: center;">Internet? Flyer? Facebook? Friend? Other?</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <span><b>SAINT MATTHEW</b></span>  <span><small>ECUMENICAL CATHOLIC CHURCH</small></span> </div>
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<p style="text-align: center;"><i><b>Gracias por su visita</b></i></p> <p>¿Le gustaría saber más sobre la Iglesia Católica Ecu­mé­nica de San Mateo? Háganos saber sus preferencias de contacto.</p> <p>Nombre: _____</p> <p>Dirección: _____</p> <p>Correo Electrónico: _____</p> <p>Teléfono: _____</p> <p>¿Cómo supiste de nosotros? _____</p> <p style="text-align: center;">¿Internet? ¿Volantes? ¿Facebook? ¿Amigo? ¿Otro?</p> <div style="text-align: center;">  </div>	<p style="text-align: center;"><i><b>Gracias por su visita</b></i></p> <p>¿Le gustaría saber más sobre la Iglesia Católica Ecu­mé­nica de San Mateo? Háganos saber sus preferencias de contacto.</p> <p>Nombre: _____</p> <p>Dirección: _____</p> <p>Correo Electrónico: _____</p> <p>Teléfono: _____</p> <p>¿Cómo supiste de nosotros? _____</p> <p style="text-align: center;">¿Internet? ¿Volantes? ¿Facebook? ¿Amigo? ¿Otro?</p>
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HELP EACH OTHER TO STAY HEALTHY

# HANDSHAKE-FREE ZONE

NO OFFENSE  
←————→  
JUST MAKES SENSE

**1**

## ALTERNATIVES

Fist bump, elbow touch, footshake, air high-five, or a simple wave.

**2**

## WASH YOUR HANDS FREQUENTLY

With soap and water for at least 20 seconds or use an alcohol-based (at least 60%) hand sanitizer.

**3**

## COVER YOUR COUGH OR SNEEZE

Cover your mouth & nose with a tissue or with your elbow/sleeve (not your hands) when coughing or sneezing. Put used tissue in covered waste basket. Wash hands.

**4**

## AVOID TOUCHING

Avoid touching your eyes, nose & mouth with unwashed hands. Clean & disinfect frequently touched objects & surfaces.

**5**

## STAY HOME & AVOID CONTACT

Stay at home when you have cold or flu symptoms. See a doctor if unwell. Avoid close contact with people who are sick.

*These are some simple things you can do to help keep yourself and others healthy.*

# Safe alternatives to handshake

## Sign of Peace Greeting Options

Salute



Namaskar



Hand on heart



Fist Bump



Star Trek's Spock Peace Sign



Head Nod



Elbow Touch



The Wave

