

Report Date: August 11, 2020

Prepared by: Susan Morano

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

Members: Angelica Tronco, Susan Morano, Stephany Crisantos, Sharon Smith, Justin Veiga, Angela Crisantos, Tonya Adams
Clergy Liaison to CPRM: Deacon Tammy Faqua
Other Saint Matthew members contributing to CPRM: Matthew Hickman

Next Meeting Date: September 9, 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. persuasive

Team Accomplishments (accomplishments since July 15, 2020 to August 11):

Done in Area of Communication:

- Angelica developed and distributed an email blast for
 - August 9th service announced “19th Sunday in Ordinary Time” with announcements
 - August 1st service announcement “18th Sunday in Ordinary Time” included announcements for Children’s Edu and Back to School Donation Drive, Ways to Give, and ongoing virtual events.
 - July 26th service announcement with links for Liturgical aid and Facebook live stream which also included changes to the new Food Drive time slot.
 - July 19th service announcement with links for Liturgical aid and Facebook live stream
 - July 19th announcement for closure of in-person services and new online Children’s Education class via Facebook every Saturday at 11:00 amAll email blasts also include: Links to view the Live Mass via Facebook Live, link to retrieve the Liturgical aid, line to view the live mass via zoom; notice for food drive schedule; and announcements for other virtual events (Bible study Group, Rosary Group, Prayer Group, and Saint Matthew CommUNITY communication Page); Options for Giving notice; links to website, Instagram, and Facebook
- Susan posted July Parish Council minutes and July ministry reports to website.

Done in Area of Advertising:

- Sharon installed brochure holders near outside walkway area entrances and supplied them with Saint Matthew tri-fold brochures. See page 6 of this report.
- Deacon Tammy created a poster to advertise the Food Drives. Poster to be attached to sandwich boards which will be positioned at parking lot entrance off Town and Country Rd during Food drive Sundays. See page 5 of this report.
- Justin created ten different mock-up online options for the building sign that currently faces Town and Country Rd and is physically attached to our building. Decision on which option to pursue is in progress. See page 5 of this report.

Done in Area of Facebook / Instagram:

- Matthew Hickman built an advertisement on Facebook and Instagram to help promote the Saint Matthew website. Matthew funded the cost. The budget is \$15 total, split over 5 days. Anticipated audience should reach between 1,000 and 4,000 people a day.
- Justin followed up with Facebook administration on Saint Matthew's request for "charitable status" that would allow us to build a "Donate" button on our Facebook page.
- Angelica built a new Facebook post that alerts viewer thirty minutes in advance of a Sunday live stream service which included a link to the Liturgical aid. Stephany translated this announcement to Spanish and included the Spanish version on Facebook for the 12:30 Hispanic service. See page 4 of this report.
- Stephany and Angela are posting clergy photos with a bio in Facebook and Instagram titled, "Getting to Know Saint Matthew's Clergy".
- Stephany posted Food Drive flyers to Facebook on July 19 and August 2. Other flyers created and posted for the School Supplies donation and OC Senior Santa program (Senior Citizens) donation drive.
- Stephany and Angela posting "Son Shine Club" flyers (Children's Education) on Saint Matthew's Facebook page and Fr. Arturo's Facebook page in both Spanish and English.
- Deacon Tammy posted Children's Education announcement to Facebook. See page 4 of this report.

Done in Area of Public Relations / Membership:

Nothing completed in this area this month.

Done in Area of Website:

- Justin modified the message on "Giving" page which is displayed to the donor confirming the online donation. Message now reads, *"We truly appreciate your support especially in these difficult times. If you would like to be added to our mailing list, complete the form at bottom of this page. Thank you again and have a blessed day!"*
- Justin compared Google user statistics against Facebook statistics for Matthew Hickman's Facebook advertisement and emailed the results to CPRM and others.
- Justin removed the "welcome home" link and reordered items on Home Page.
- Justin re-enabled the "drive-in communion" repeatable calendar event. He also added the repeating calendar event for Food Drive.
- Justin added website links to the children's education Facebook pages.
- Susan updated Ministry Reports webpage by adding a new document to every ministry section. Each document details names of all members in that particular ministry and also includes "goals and objectives" for that particular ministry. See page 3 of this report.
- Susan updated the "Get Involved" webpage to display modified "virtual Zoom" meeting times. Susan replaced the "Bereavement" ministry info with "Prayer and Meditation" info on this webpage.
- Angelica updated the website "calendar" to show the new Food Drive time slot. Susan updated the "Food Drive announcement box" on Home page to represent new time slot. See page 3.
- Susan gathered photos from all parish council members and forwarded them to Justin for inclusion on the Parish Council webpage.
- Susan uploaded an "Women Priest" essay to Clergy Council webpage.
- Susan posed six documents to Social Justice/Outreach section of Ministry Reports webpage detailing the Food Drive events from May 3rd to July 19th.

Activities / Work Planned / Work in Progress:

- Announcements / Notifications to continue on Facebook, website, email “blasts”.
- Enhancements to website’s “Get Involved” page; possible update “Time and Talent” caption
- Operations Handbook (workflows and instructions for various tasks)
- Clergy Instagram Spotlight – complete bio’s and photos; then post one per week
- Finalize “charitable status” on Facebook and install “Donate” button on Facebook page
- Data analysis for email addresses linked to email blasts as compared with Church Directory
- “Saint Matt’s Coffee Chat” filmed interviews - - idea, planning, and execution by Sharon

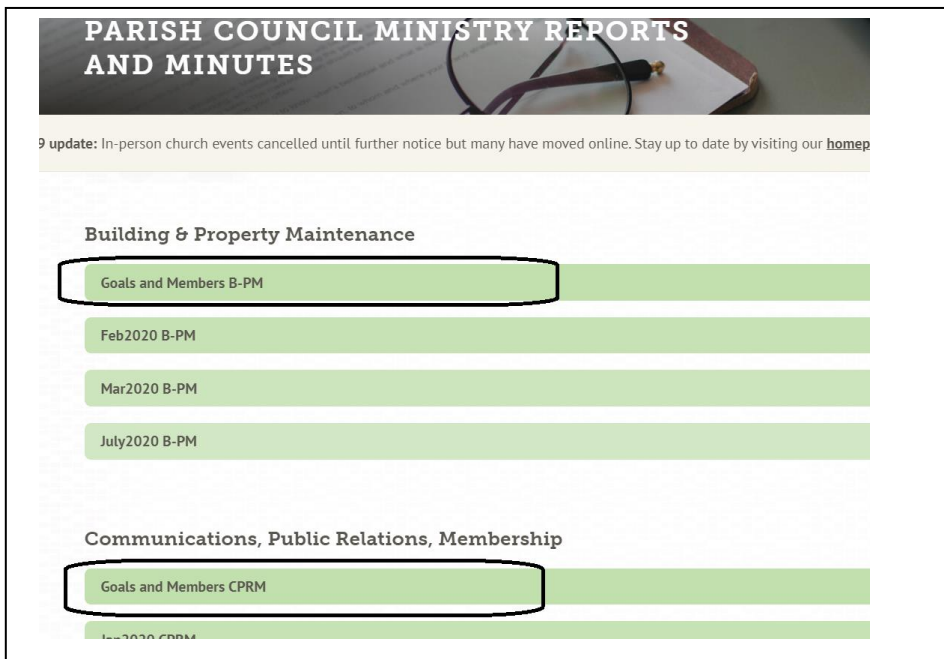
Below Website Changes/Additions:



Above:

time change to 9:30 am service in English

Food Drive time change reduced to 11 to 1pm



Below Facebook / Instagram posts

Eficaz
19 de Julio de 2020
Cierre en Persona

 **SAINT MATTHEW**
 ECUMENICAL CATHOLIC CHURCH
www.saint-matthew.org/

Mass Inglés 9:30am **Saint Mateo's transmitirá** **Misa en Español** 12:30pm
 en vivo **TODAS** las Misas en la página de Facebook

- Estamos combinando las misas de las 8:00 y las 10:30 a.m.
- Food Drives continuará cada 1er y 3er domingo (conducir)
- Para la seguridad de la comunidad, a nadie más que Clergy se les permitirá ingresar a la iglesia para la transmisión en vivo.
- Habrá comunión de 10:30 a.m. a 11:30 a.m.
- Uno de nuestros diáconos de San Mateo estará cerca de la sala de reunión cuando las masas terminen de distribuir (mientras usan una máscara y guantes).

Gracias por su comprensión.

1111 W. Town and Country Rd, Unit 14, Orange, CA 92868

Effective
Sunday July 19th, 2020
In Person Closure

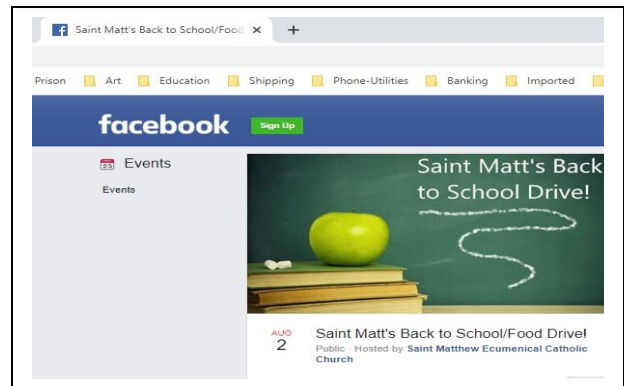
 **SAINT MATTHEW**
 ECUMENICAL CATHOLIC CHURCH
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English Mass 9:30am **Saint Matthew's will be** **Spanish Mass** 12:30pm
 live streaming **ALL** **Masses on Facebook**

- We are combining the 8:00 and 10:30AM masses
- Food Drives will continue every 1st & 3rd Sundays (drive through)
- For the safety of the community, No One but Clergy will be allowed to enter the church for the Live Streaming.
- There will be drive up communion from 10:30AM - 11:30AM.
- One of our Saint Matthew's Deacons will be out near the gathering room when masses ends to distribute (While wearing a mask and gloves).

Thank you for your understanding

1111 W. Town and Country Rd, Unit 14, Orange, CA 92868




 **SAINT MATTHEW**
 ECUMENICAL CATHOLIC CHURCH

FOOD DONATIONS
NONPERISHABLE FOOD DROP OFF

Our Church regularly collects food items that will be donated to Western Service Worker's Association (WSWA) through the Food Bank in order to help with real problems of the working poor including poverty, low wages and lack of job benefits.

Examples of Items
 disinfectant wipes, baby wipes, toilet paper, high protein items like canned tuna & chicken, dry pinto beans, fresh produce from same day

"For we are God's handiwork, created in Christ Jesus to do good works, which God prepared in advance for us to do." (Ephesians 2:8-10)

 **FOOD DRIVE** Date - Every 1st & 3rd Sunday of the month
 Time - 11:00am to 1:00pm
 Location - 1111 W. Town and Country Rd, Unit 14, Orange, CA 92868

DONATION DRIVE
FOOD & OTHER ITEMS DROP OFF

 **SAINT MATTHEW**
 ECUMENICAL CATHOLIC CHURCH

These are unprecedented times, and shut-in seniors need our support now more than ever. Saint Matthew's Ecumenical Catholic Church needs your support for seasoned citizens throughout Orange County. We are collecting donations for seniors that will go to OC's Senior Santa program.

Examples: all items must be new items

- Toiletries, Socks including white cotton socks and skidless slipper socks,
- Towel sets, Sheet sets, Adult diapers, bed protective pads, OCTA bus passes,
- Slippers, Puzzle books, Underwear,
- Grocery and Pharmacy cards, Boost, Comfy clothes (pajamas, sweat pants), Ensure, similar dietary supplements

 **Help on Help Out** Date - Sunday, August 16th and Sunday September 6th
 Time - 11:00am to 1:00pm
 Location - 1111 W. Town and Country Rd, Unit 14, Orange, CA 92868

Sandwich board Food Drive poster:



Saint Matthew Ecumenical Catholic Church

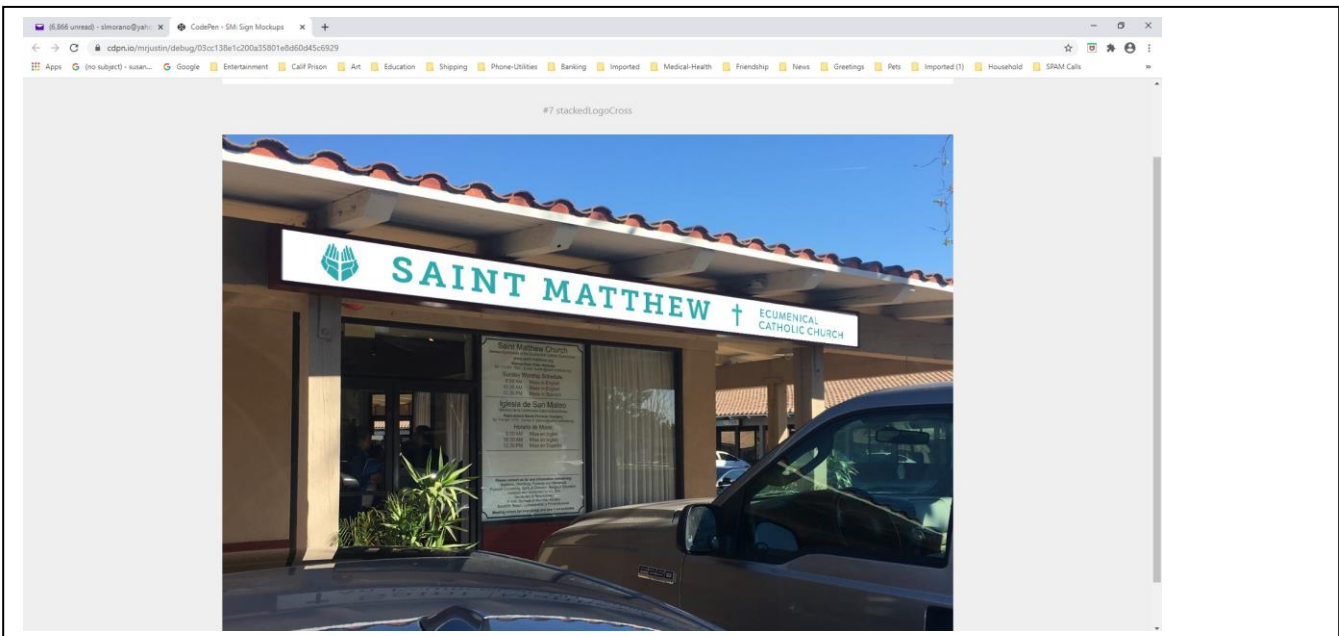
August 2 at 9:00 AM

All are welcome to join our Mass live stream, which will begin at 9:30am PDT right on our Facebook page. To view our Liturgical Aid, please click on the following link: <https://tinyurl.com/yy64z2rm>

We hope to see you there!



One of the ten mock-ups for building sign:



Brochure Holders installed:

