

Report Date: September 9, 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: October 14, 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 August 12, 2020 to September 9):**

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

- Angelica developed and distributed an email blast for
  - August 16<sup>th</sup> email blast announcing Zoom Retirement Party for Kathryn Tuma
  - August 16<sup>th</sup> service announcement “Feast of the Assumption of Mary”, Drive-in Holy Communion, special donation/collection for Shut-in Seniors, and 2020 ECC Synod
  - August 23<sup>rd</sup> service announcement “21<sup>st</sup> Sunday in Ordinary Time” included the links and notices mentioned below.
  - August 30<sup>th</sup> service announcement with all the notices and links listed below, as well as, “Drive in to Receive Holy Communion”, a new section titled, “Reader’s Digest”, a link to read a new letter from Bishop Peter and Fr. Arturo, new notice and link to Meredythe Hutchinson’s reflection on “Women Priests”, announcement for Kathryn Tuma’s retirement party, and announcement for Holy Synod sign-up.
  - September 6<sup>th</sup> “23<sup>rd</sup> Sunday in Ordinary Time” service announcement and weekly schedule
  - Two additional announcements for Kathryn Tuma’s Retirement Zoom Party

All 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 August Parish Council minutes and August ministry reports to website. Social Justice meeting minutes, Community Life meeting minutes, and Food Drive reports to the website.
- Susan compared members names and addresses in the April 2020 Church Directory with a file exported from “email blast” database. This comparison produced insight in four areas: Members not on email database; Members on email blast, but have left the church; Members with an email address, but not on email blast database; and comparison “counts” from both.
- Susan drafted a personal letter and mailed (USPS) it, along with printed copy of August 23<sup>rd</sup> email blast to eleven members, inviting them to join our email database. Susan sent 9 emails to members inviting them to sign-up on website for “email blast” announcements.

- Justin researched the existing Saint Matthew “NextDoor” account and discovered that it had been suspended. He communicated this information to Fr. Arturo and provided the NextDoor website address.

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

Nothing completed in this area this month.

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

- Angela created and posted a flyer for the next Bible Study series (scheduled to begin October 12<sup>th</sup>)
- Stephany posted an announcement regarding 2020 Synod, Kathryn Tuma’s Retirement Party, and Food Drive announcements.
- Stephany posted Bishop Peter/Fr. Arturo’s August 29<sup>th</sup> letter regarding church closure.
- Stephany and Angela are posting clergy photos with a bio in Facebook and Instagram titled, “Getting to Know Saint Matthew’s Clergy”. Susan contacted Mo. Leslie (via email) requesting a photo for her “Spotlight”. Susan also sent email to Deacon Michael Hoopes and Deacon Tony Russo requesting photos for “Spotlight” project. Angela and Stephany created a method to post Clergy Spotlight bio’s in a specific sequence, as requested by the clergy.

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

- Sharon held meetings with Bishop Peter, Matthew Hickman, Mirella Hickman and Deacon Tony to discuss an interview project. Proposals to name this project were “Coffee Chat”, “A Cup of Tea and Theology”, and “Saint Matt Zoom Chat”. A list of interview topics was drafted, guest speakers were confirmed, and video tapings discussed.
- Sharon proposed to CPRM a series of reflections during Mo. Diane Smith’s twelve-week internship to become a priest on a farm in Oregon, titled “Bees at Midnight”. Discussions in progress as to where and how to share these stores with the community.

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

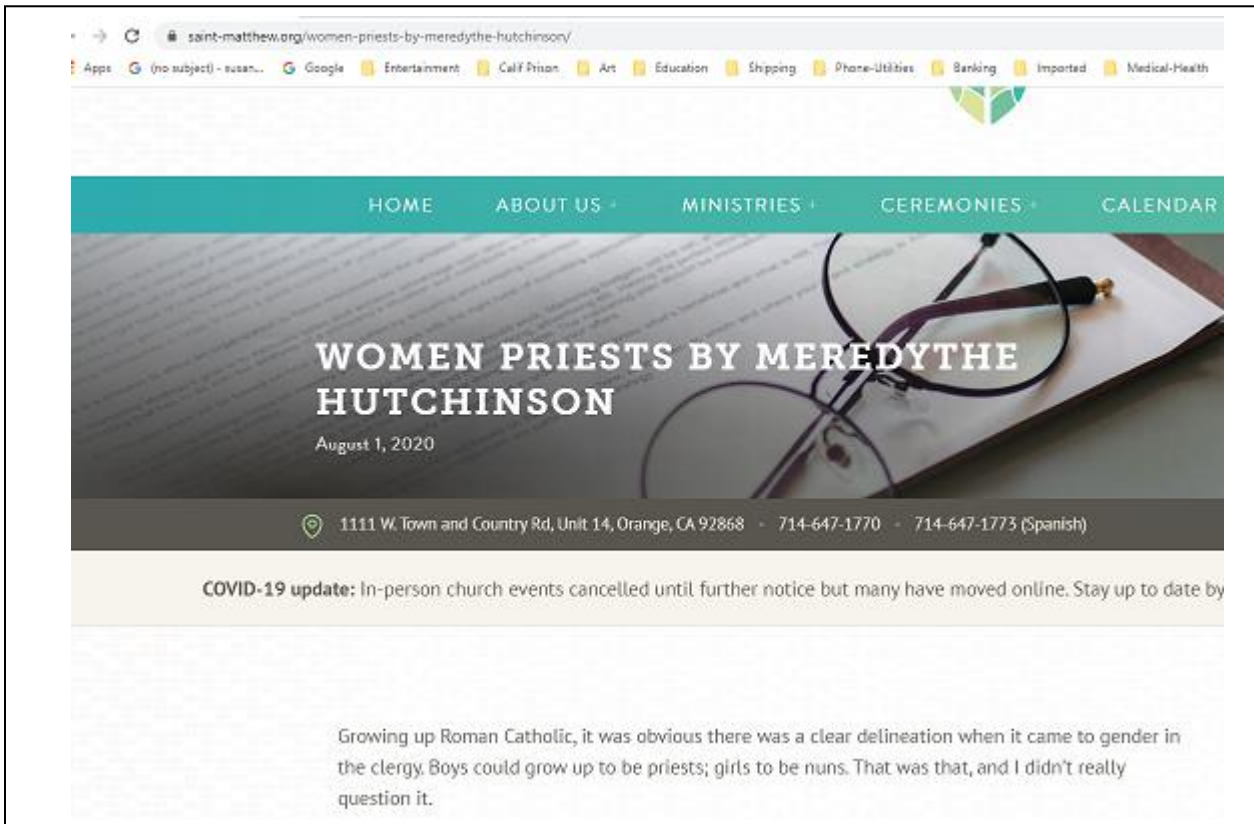
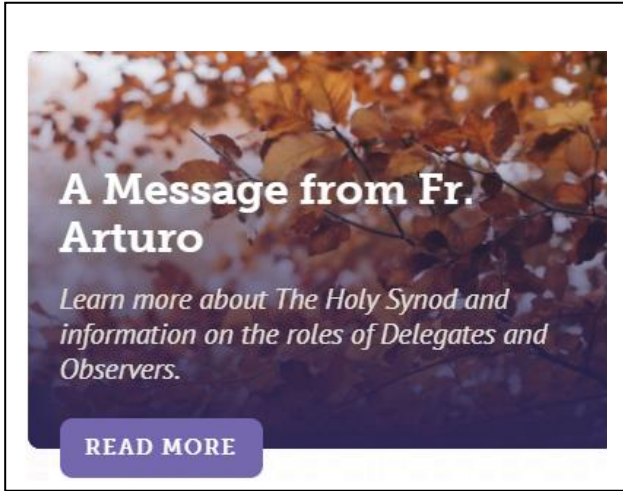
- Justin updates the Bible Study Media page weekly with video link. Mo. Jetty send the link after she uploads the video to YouTube <https://saint-matthew.org/media/bible-study/>
- Justin posted Meredythe Hutchinson’s essay in its entirety on the website and also created a “feature box” on the Home page that links the reader to the new webpage with the essay.
- Justin exported to a csv file data representing email blast recipients. Justin also exported the list of members who unsubscribed from the email blast. He forwarded the files to Susan for analysis.
- Susan updated the Bereavement webpage noting that in-person meetings were suspended and providing contact information (Fr. Arturo and Mo. Diane Smith).
- Susan updated Clergy Council webpage rearranging names in accordance with Catholic protocol. Susan also added Mariah Doyle-Sandoval’s name to Parish Council webpage.
- Justin added two new clergy photos to Clergy Council webpage: Fr. Chinnappa and Fr. Toting
- Angelica created a feature box on Home Page for 2020 ECC Synod which linked readers to a new webpage featuring Fr. Arturo’s letter.
- Angelica created a feature box on Home Page for Bishop Peter/Fr. Arturo’s August 29<sup>th</sup> letter concerning in-person church services continued closure.
- Angelica created a feature box for next Bible Study series to begin on October 12<sup>th</sup>.
- Sharon contacted Bertie Ninichuck to discuss posting Bible Story Illustrations on the website that could be downloaded as coloring pages. Proposed title is “Bertie’s Bible Story Sketchbook for Kids”.

#### ***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
- “Saint Matt’s Coffee Chat” filmed interviews - - idea, planning, and execution by Sharon

**Below Website Changes/Additions:**



Website announcement:



"Get Details" links user to webpage which provides the Zoom and contact details.

Facebook post:

A Facebook post graphic for Saint Matthew Ecumenical Catholic Church. At the top, it says "SAINT MATTHEW" and "ECUMENICAL CATHOLIC CHURCH" with a logo of three hands. The main text reads "Join Our Bible Study!" in a cursive font. Below this is a photo of a woman sitting in a chair in a church setting, holding a book. Under the photo, it says "COME WORSHIP, LEARN, GROW" followed by a dotted line and "Monday, October 12th". A quote follows: "Scripture as a Meal for the Soul: Psalm 23" Bible study ended August 31. Online Zoom recorded sessions are available on our website. The next Facebook live stream Bible Study will begin Monday, October 12. Title to be announced in a few weeks. Stay tuned!" At the bottom, there is a "Contact Information" section with a logo and the following text: "Website - https://www.saint-matthew.org/ Instagram - Saint.Matts Facebook - Saint Matthew Ecumenical Catholic Church 1111 W. Town and Country Rd, Unit 14, Orange, CA 92868".



# A MESSAGE FROM FR. ARTURO ABOUT THE UPCOMING HOLY SYNOD

August 15, 2020

1111 W. Town and Country Rd, Unit 14, Orange, CA 92868 · 714-647-1770 · 714-647-1773 (Spanish)

**D-19 update:** In-person church events cancelled until further notice but many have moved online. Stay up to date by visiting our

A message from Fr. Arturo...

**Subject:** The role of the *Delegates and Observers* at our National Convocation of the Ecumenical Catholic Church (ECC). This "coming together" is officially called *The Holy Synod*. A brief history is described below. View more information about this year's Holy Synod [here](#).

# A MESSAGE FROM BISHOP PETER AND FR. ARTURO

August 29, 2020

1111 W. Town and Country Rd, Unit 14, Orange, CA 92868 · 714-647-1770 · 714-647-1773 (Spanish)

**-19 update:** In-person church events cancelled until further notice but many have moved online. Stay up to date by

August 29, 2020

Dear beloved members of Saint Matthew's,

We hope all of you are doing well despite the pandemic and continue to pray for all of you while we wait for the day that we can all gather together again. We appreciate all of you that continue to celebrate Mass with us on Facebook, participate in our ministries and councils, and support our ministry. Please continue to "share" us with everyone you know.

We are hopeful that the Governor of California will soon allow churches to begin to gather again, but until such time, we must continue to follow the guidelines in order to remain compliant with the law, and also for the safety of everyone in our community.

**So until such time as the law allows, and we feel it is safe to gather again, we are asking that everyone please remain at home and watch our live Facebook streamed Mass service.** For the safety

## Read the Latest Message from Bishop Peter and Fr. Arturo (8/29/2020)

*Please read for the latest announcements about the church.*

[READ MORE](#)



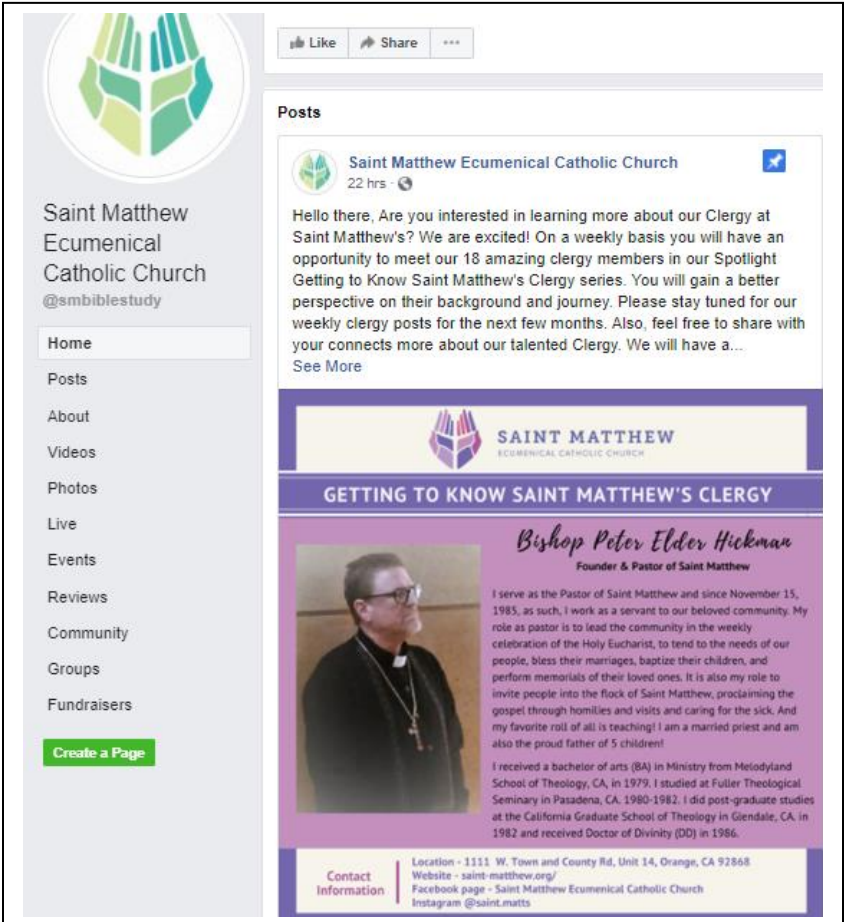
COVID-19 update: In-person church events cancelled until further notice but many

The Bereavement Ministry meetings are currently suspended due to COVID-19. Meetings provide time for individual and group sharing, pastoral counseling, and prayer for those who are dealing with the loss of a loved one and will be resumed when possible.

These grief counseling meetings are open to anyone in need, and are led by a member of Saint Matthew's clergy. For inquiries, contact Mo. Diane Smith at edianesmith@gmail.com or Fr. Arturo Querijero at frarturo\_stmatthew@yahoo.com

Above: website  
Left: Facebook post

On Left and below:  
Facebook and Instagram posts



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**Posts**

**Saint Matthew Ecumenical Catholic Church**  
22 hrs · 🌐

Hello there, Are you interested in learning more about our Clergy at Saint Matthew's? We are excited! On a weekly basis you will have an opportunity to meet our 18 amazing clergy members in our Spotlight Getting to Know Saint Matthew's Clergy series. You will gain a better perspective on their background and journey. Please stay tuned for our weekly clergy posts for the next few months. Also, feel free to share with your connects more about our talented Clergy. We will have a...  
See More

**SAINT MATTHEW**  
ECUMENICAL CATHOLIC CHURCH

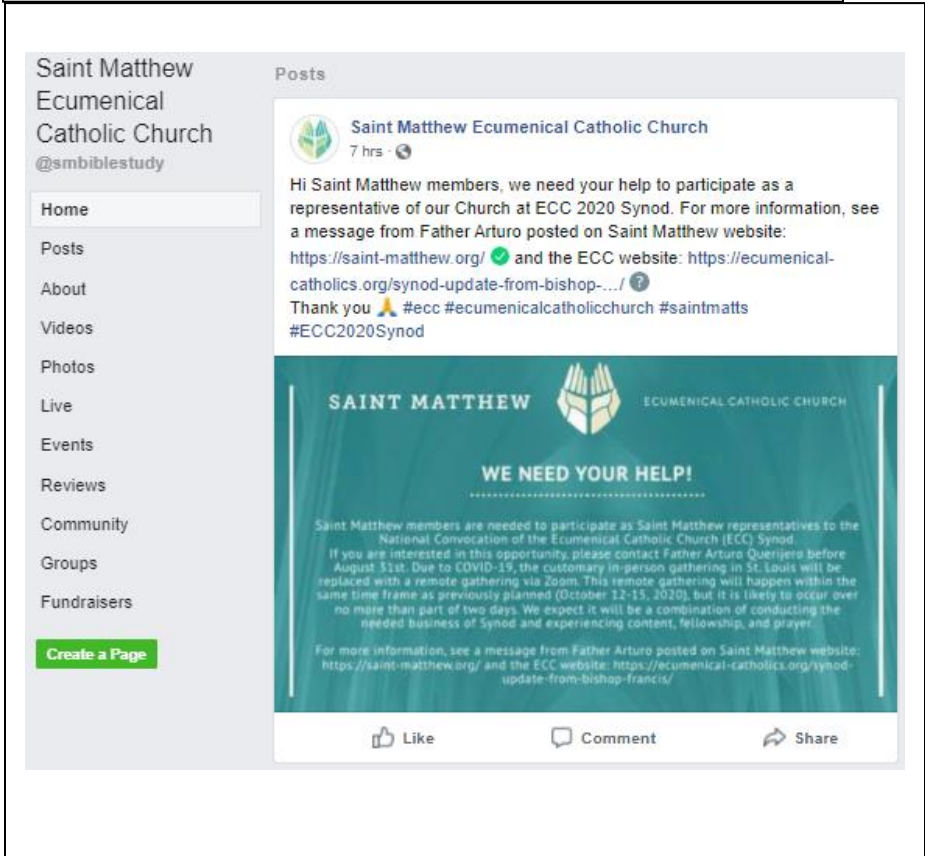
**GETTING TO KNOW SAINT MATTHEW'S CLERGY**

*Bishop Peter Elder Hickman*  
Founder & Pastor of Saint Matthew

I serve as the Pastor of Saint Matthew and since November 15, 1985, as such, I work as a servant to our beloved community. My role as pastor is to lead the community in the weekly celebration of the Holy Eucharist, to tend to the needs of our people, bless their marriages, baptize their children, and perform memorials of their loved ones. It is also my role to invite people into the flock of Saint Matthew, proclaiming the gospel through homilies and visits and caring for the sick. And my favorite roll of all is teaching! I am a married priest and am also the proud father of 5 children!

I received a bachelor of arts (BA) in Ministry from Melodyland School of Theology, CA, in 1979. I studied at Fuller Theological Seminary in Pasadena, CA, 1980-1982. I did post-graduate studies at the California Graduate School of Theology in Glendale, CA, in 1982 and received Doctor of Divinity (DD) in 1986.

Contact Information | Location - 1111 W. Town and County Rd, Unit 14, Orange, CA 92668  
Website - saint-matthew.org/  
Facebook page - Saint Matthew Ecumenical Catholic Church  
Instagram @saint.matts




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**Posts**

**Saint Matthew Ecumenical Catholic Church**  
7 hrs · 🌐

Hi Saint Matthew members, we need your help to participate as a representative of our Church at ECC 2020 Synod. For more information, see a message from Father Arturo posted on Saint Matthew website: <https://saint-matthew.org/> and the ECC website: <https://ecumenical-catholics.org/synod-update-from-bishop-.../>  
Thank you 🙏 #ecc #ecumenicalcatholicchurch #saintmatts #ECC2020Synod

**SAINT MATTHEW**  **ECUMENICAL CATHOLIC CHURCH**

**WE NEED YOUR HELP!**

Saint Matthew members are needed to participate as Saint Matthew representatives to the National Convocation of the Ecumenical Catholic Church (ECC) Synod. If you are interested in this opportunity, please contact Father Arturo Querijero before August 31st. Due to COVID-19, the customary in-person gathering in St. Louis will be replaced with a remote gathering via Zoom. This remote gathering will happen within the same time frame as previously planned (October 12-15, 2020), but it is likely to occur over no more than part of two days. We expect it will be a combination of conducting the needed business of Synod and experiencing content, fellowship, and prayer.

For more information, see a message from Father Arturo posted on Saint Matthew website: <https://saint-matthew.org/> and the ECC website: <https://ecumenical-catholics.org/synod-update-from-bishop-francis/>

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Son Shine club post on Facebook:

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Saint Matthew Ecumenical Catholic Church

August 22 at 4:01 PM · 🌐

This is the day that the Lord has made and we rejoice!



Jetty van den Berghe ▸ Saint Matthew Ecumenical Catholic Church "Son Shine Club"

August 22 at 3:58 PM · 🌐

This is the day that the Lord had made and we rejoice!