Report Date: October 21, 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: November 11, 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 September 9 to October 21):

Done in Area of Communication:

- Angelica developed and distributed an email blast for
 - o Church Reopening Sunday Worship starting September 13th
 - o Jim Tuma's passing and Bishop Peter, Fr. Arturo's tribute to Jim on September 18th
 - Feast of Saint Matthew, September 20th with announcement for special collection for Seniors,
 "Bees at Midnight", "Holy Synod", upcoming events, and ongoing virtual events
 - Twenty-sixth Sunday in Ordinary Time, September 27th (announcement for English, Spanish, and Telugu services), and new Bible Study "Intro to Wisdom Books" beginning October 12th
 - Feast of Saint Francis. October 4th
 - Transitus of St. Francis, Candlelight Procession and Service, October 3rd
 - Twenty-eight Sunday in Ordinary Time, October 10th Also included "What Are You Thankful for?" and "Spooky Halloween Food Drive", "Reflections and Vignettes From Our Parish", "New Bible Study Series" announcements.
 - Twenty-ninth Sunday in Ordinary Time, October 17th Also included "What Are You Thankful for?" revised flyer (with new email address), Halloween Food Drive, "Reflections and ..." and new announcement for "Mass of All Saints, All Souls".

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 CommUITY communication Page); Options for Giving notice; links to website, Instagram, and Facebook

- Susan posted September Parish Council minutes (September 8th and 23rd) and September ministry reports to website. Community Life, Social Justice, Finance, and Environmental Stewardship meeting minutes. Also posted Food Drive collection report. Susan added Doris Hand's email to Tom Wilding listing 2020 Synod members as an Addendum to September 23rd Parish Council minutes.
- Angelica reported a new email address for Ned Bradley on website subscriber database. Susan followed up on stay/delete decision with clergy. This new address was removed from "blast" list.
- Justin removed the email addresses from subscribed list (for email blasts) - a report presented to Parish Council during September meeting and approved by all attending clergy.

• Susan contacted Fr. Chinnappa on September 23rd to follow-up on content and photos for his Holy Spirit ministry.

Done in Area of Advertising:

Sharon continues to monitor, and refill brochures in holders mounted on Saint Matthew building entrances. At the last count, sixteen brochures have been taken from the containers. Fr. Arturo has been offering them to people waiting outside the office and sanctuary. No vandalism has occurred.

Done in Area of Facebook (FB) / Instagram:

- Angelica Tronco added website link for liturgical aid to the Live Stream Church service FB post
- Stephany and Angela built a Facebook schedule to post Wisdom Books Bible Study flyer weekly through October and November.
- Stephany and Angela posted "All Saints, All Souls" flyer on Facebook and released Fr. Ron's Clergy Spotlight on Instagram
- Stephany and Angela built Facebook schedule to post community event, "What We're Thankful For" flyer through October (beginning October 6th) through November 21st
- Throughout September and for October 4th Food Drive announcements were posted by Stephany and Angela.
- For remaining weeks in October, Stephany and Angela will post Son Shine Club flyer.
- Clergy Bio Spotlight will also be rotated into Facebook and Instagram for remainder of the year.

Done in Area of Public Relations / Membership:

- Sharon coordinated the taping for first episode of "Tea And Theology" with Bishop Peter, Deacon Tony, Mirella Hickman. Sharon's idea to make these recorded videos / interviews on insightful, relevant topics available on the website.
- Sharon gathered photographs to illustrate the series of Mo. Diane's reflections titled "Bees at Midnight". The series began in September and continued through October. Series is announced on email blast communications and stories are posted on Saint Matthew website.
- Sharon produced a fund raising / publicity idea which features coffee mug with Saint Matthew icon

Done in Area of Website:

- Angelica added feature box to Home Page for new Wisdom Books Bible study with a link to a
 description of the class and Zoom details.
- Angelica created a feature box on Home Page for Mo. Diane's "Bees at Midnight" stories and a new webpage with the essays. Angelica updates the feature box and content page each week to as the stories progress.
- Angelica added a feature box for Dr. Elle's Sunday night Prayer Group and updated the Zoom details for the event.
- Angelica created a Home Page feature box for All Saints, All Souls service that links to calendar page.
- Justin created a new webpage for submitting CPRM work requests which included a submission form, and automated email response to the user as well as, email submission to CPRM worker.
- Justin reduced file size for Synod PowerPoint presentation using compression utility. Susan was able to decompress and play the presentation. Compressed file was still too big to upload to website
- Tonya Adams volunteered to build a new webpage for Son Shine Club requested by Mo. Jetty.
- Susan upload Synod Agenda to website Media Library.
- Susan uploaded Mariah Doyle-Sandoval's photo to Parish Council webpage.

- Susan added Environmental Stewardship ministry narrative to "Get Involved" webpage, and added a
 section for this new ministry on "Ministry Reports" webpage. "Goals and members" document was
 created and added to Environmental Stewarding Ministry Reports section.
- Susan updated the "Staff Directory" webpage adding Deacon Madanu and Rev. John Connor
- Susan posted Fr. Arturo's HOP Synod meeting minutes of September 26th to Clergy Council webpage.
- Sharon downloaded photos of Bertie Ninichuck's whiteboard sketches in preparation for input to the website.

Activities / Work Planned / Work in Progress:

- Announcements / Notifications to continue on Facebook, website, email "blasts".
- Bertie's Bible Store Sketchbook to be published on website.
- Operations Handbook (workflows and instructions for various tasks) "Learning Library"
- 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 Tea and Theology" filmed interviews - editing and final prep

Below Website Changes/Additions:









Website announcements:

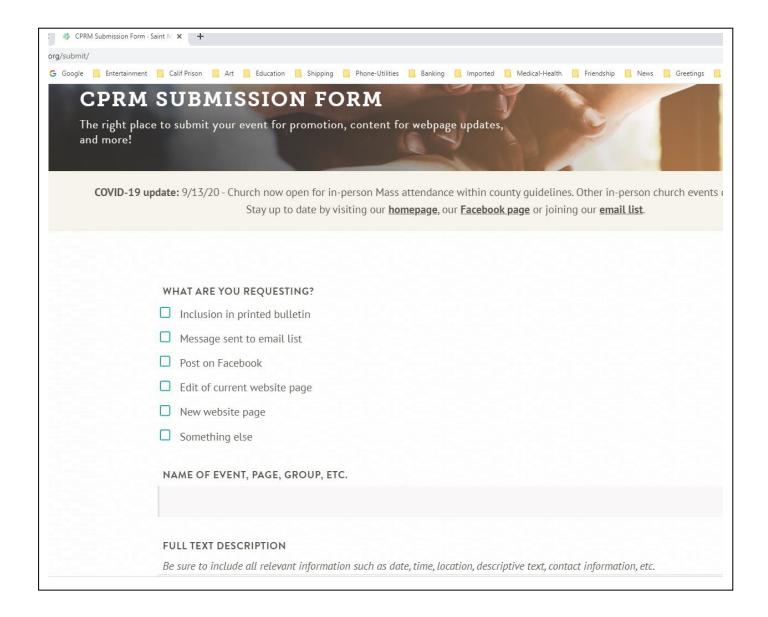




"Get Details" links user to webpage which provides the Zoom and contact details.







Facebook posts:

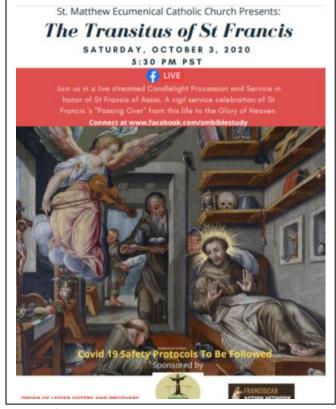


Saint Matthew Ecumenical Catholic Church September 17 at 1:00 PM - (a)

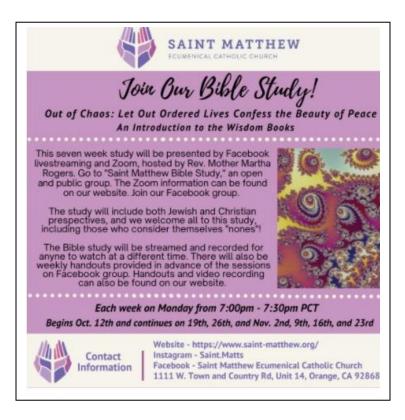
Saint Matthew Food Donation Drive is coming up on Sept 20th. We are collecting donations for Western Service Worker's Association (WSWA). See flyer for details and examples of items. Thank you. We are collecting donations on the 1st and 3rd Sundays 11am-1pm #fooddrive #donationsneeded #ecc #ecumenicalcatholics #catholichurch Visit our Saint Matthew website for information: https://saintmatthew.org/ministries/outreach/

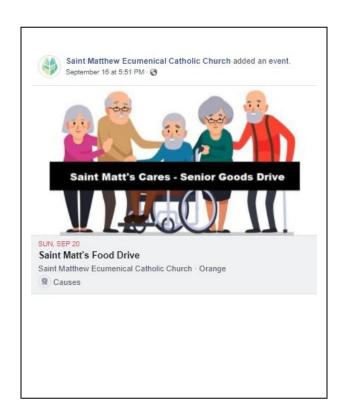


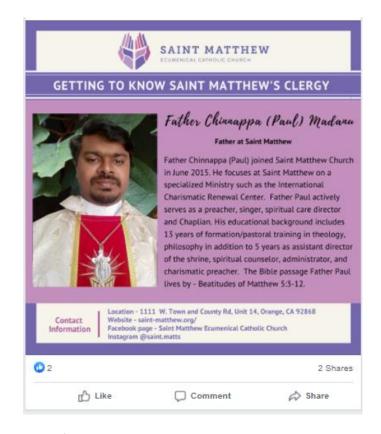


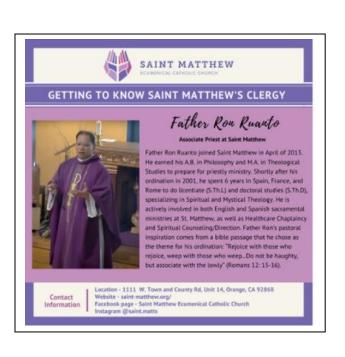












Additional Facebook & Instagram posts:

