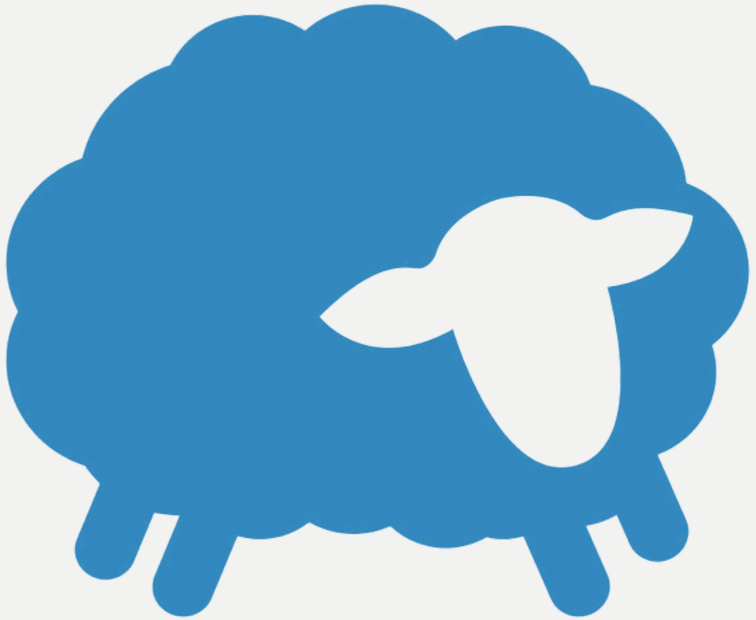
Great Communications for Schools and Parishes: **Why Email and Texting are King**

flocknote

- Most churches and schools can't reach their people (easily and effectively) when they need to

- Email and texting are the most effective means of communication—they are the new home address

- Successful communication is the biggest barrier to a thriving church or school community

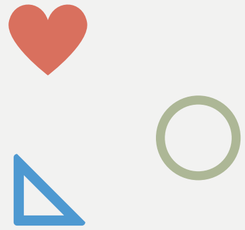


UNO

(Flocknote Mascot)

What's your school/parish's *biggest barrier to thriving?*

- Lack of volunteers/help
- Difficulty evangelizing
- Lack of funds
- Outdated software and processes
- Something else!



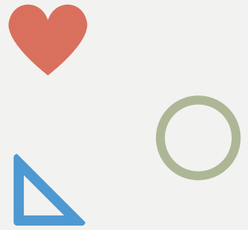
What we'll cover:

1. Discover why texting and email are so important

2. How to email & text *well* - with examples!

3. A note on Safe Environment Practices

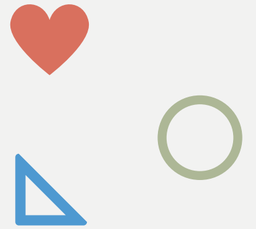
4. Q & A time!



Most churches and schools can’t reach their people (easily and effectively) when they need to

The Problem: Communication Isn’t Easy

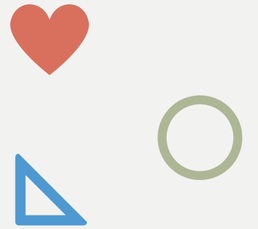
1. Ministries operating in silos and not sharing resources



The Problem: Communication Isn’t Easy

1. Ministries operating in silos and not sharing resources

2. Software tools generally use clumsy processes that are not user-friendly

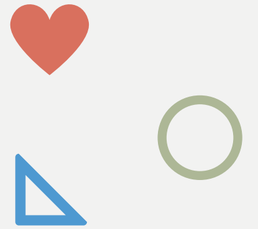


The Problem: Communication Isn’t Easy

1. Ministries operating in silos and not sharing resources

2. Software tools generally use clumsy processes that are not user-friendly

3. Software tools are generally very expensive

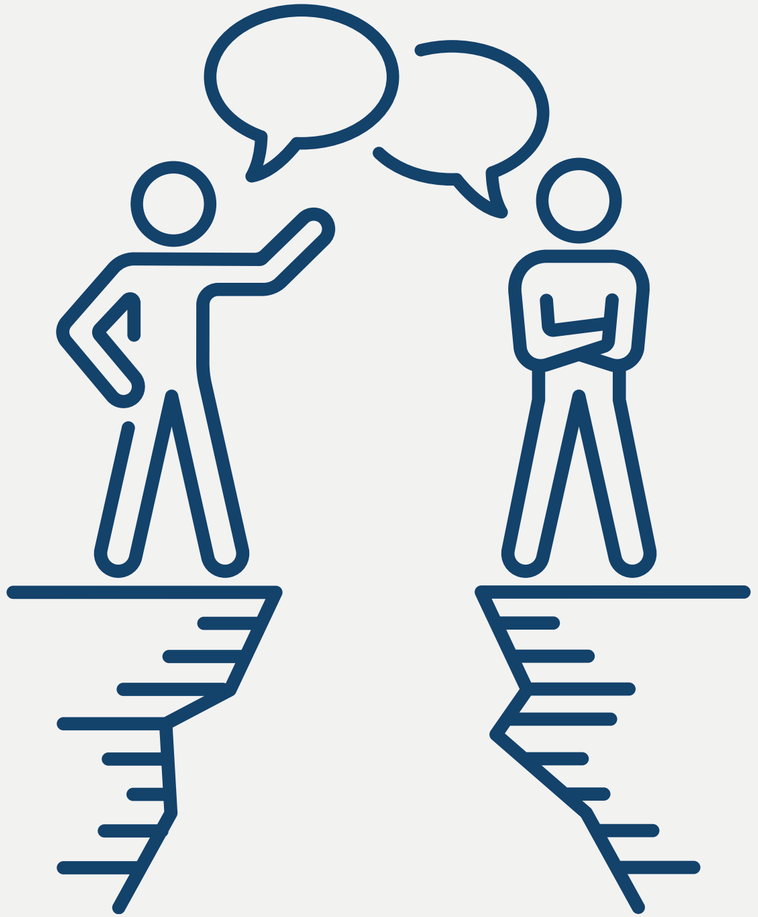


Relationship Gaps

Parents

Donors

Parishioners



School

Parish

The Solution: Email & Texting are King

- Email and texting are the most effective means of communication—they are the new home address
- Successful communication is the biggest barrier to a thriving community
- When you don't communicate well, you miss big opportunities

Bulletin	5%
Facebook	7%
App Adoption/Usage	10-25%
Email	20-60%
Text Message	98%

Using Email Well

Drive your members to action

- Signup for something
- Make a payment

Listen to your community

- Ask for responses
- Send a survey

Excellent uses of email

- School newsletter - well designed, concise, relevant, and consistent
- Last-minute reminders
- Quick parent updates
- Short-term campaign/project updates

Really…, testing? YES!

- Remember that open rate - 98%!
  - Most people will read/open a text before they even consciously realize they are doing it.
- How to use texting well…
  - We know, texting can be scary!
  - Texting can be a **powerful tool for time-sensitive matters**
    - **Weather, closures, reminders**
  - Pilgrimages
  - It needs to be safe environment-compliant and solve the dreaded “reply all” / “group text” issues

May Crowning tomorrow. Wear First Communion attire. See e-mail for more details. We'd be grateful for more mom &dads to help w/ changing after Mass.

St. School will not have school tomorrow, Tuesday, January 16th. See email for more details.

The Solution: Email & Texting are King

How to use texting well...

- Texting can be a **powerful tool for time-sensitive matters**
- It needs to be **safe environment-compliant** and solve the dreaded “reply all” / “group text” issues
- Texting is scary
- When we think about time-sensitive messages, the first thing that comes to mind is **weather-related messages**.

What about following Safe Environment?

- Archives everything
- Copy parents
- Protects sender's information
- Controls access to member information
- Give multiple admins access

What now?

- Create your network at **signup.flocknote.com**
- Check out our Launch Steps at **flocknote.com/launch-steps**
- Not sure what to do next? Send us an email at **help@flocknote.com**