

# St. Isidore Flocknote Policy

We, the staff of St. Isidore, will use Flocknote as a means of communication and marketing for our parish. The following are guidelines for using Flocknote without sending too often and contributing to loss of active parishioners. Please follow all guidelines and when in doubt ask a staff member for assistance in sending.

## Guidelines for sending messages:

- **Details matter:** focus on the details when using flocknote and stay consistent
- **Make sure you are sending emails:** This is the most effective way to communicate with people in our parish
- **Send emails consistently:** Pick an amount of emails to send and pick the same days to email. Once a week is ideal when sending to everyone.
- **Use consistent branding:** pick how you want your emails to look and keep it the same, people get used to the look and feel of the email. This makes you look more professional and polished. Be intentional with your change of branding.
- **Use the subject line well:** The most important factor if someone is going to open the email or not. Use the subject line to help you catch their attention.
- **Don't make email too long/with too much info:** Emails that are too long trains people that it will take too long to read and they will need to come back later and they never come back to it. Info should be able to be read in a minute or so. Main part of the message should get the point across and have value in it.
- **Optimize the emails for mobile:** Most of the emails we will send out will be read on mobile devices. Make sure the emails can be read on a mobile device. Don't just paste pictures or flyers and drop them in the email. Take the primary content and put it in the email message. Make sure the email works without the picture, if it doesn't load for the recipient.
- **Know your audience:** 7% most engaged group, 82% consider themselves parishioners but have varied participation. Don't format the emails for just the 7%. If it's not really valuable, really for everyone, and really speaking to that wider group, then you shouldn't be sending that to the wider group. Stop answering questions our parishioners don't have.
- **Don't treat email as a one-way communication:** Build a relationship through your email list. Don't think of it as a way to just let them know what's going on. How can we use this email as a better way to listen to them, understand where they are, minister to them. Ask questions, insert polls, use the comment section and respond. Encourage them to use that as a means to communicate back to them. When they respond make sure you reach back out.
- **Ask "What's the purpose?":** If you're not aiming at something then you will hit nothing. It's not going to achieve something if we don't have something to achieve. Know the purpose of each email you send.

- **Stop and see how well you are doing:** Evaluate what you have done. Keep asking yourself “Did that work?” If it did, keep going, if not make adjustments. Ask for feedback and use it. Most of the feedback will probably be from the 7%
- **Spend enough time crafting these communications:** Make time for the most important things. Average communications don’t stand out of the crowd. Stop adding to the noise and stand out with important information. This takes time. This is more important than our bulletin, social media, or website.

Failure to comply with these guidelines will result in removal as a group administrator.

Fa. John Pfister  
Father John Pfister - Pastor

9-22-2022  
Date

Michael A. Siebert  
Deacon Mike Siebert

9/20/2022  
Date

Glenda Reckelhoff  
Glenda Reckelhoff - PCL

9-20-22  
Date

Craig Gehlhausen  
Craig Gehlhausen - Youth Minister

9/19/22  
Date

Sherrie Knies  
Sherrie Knies - Administrative Assistant

9/19/22  
Date

\_\_\_\_\_  
Business Manager

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Date