



Parish Post-Pandemic Plan

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Four steps to welcome parishioners back to your parish and begin the healing process

Step 1: Planning

1. Create a planning committee of parish staff, parishioners, school leaders/families, and parish organizations (K of C, CCW, youth group, etc.)
2. As a committee, decide specific elements of the plan:
 - a. Welcome campaign/hospitality ministry
 - b. Welcome event/Parish reunion
 - c. Commemorative event
3. Organize into subcommittees to execute the plan:
 - a. Volunteers
 - b. Marketing/communications
 - c. Sponsorships/donations
 - d. Outreach/parishioner participation

Step 2: Hospitality ministry/Welcome campaign

1. Create or expand parish hospitality ministry
 - a. Couples, young adults and others who have not previously been involved
 - b. Name tags for hospitality team
 - c. Greet on the way into mass and also when people leave. Engage in conversation. Learn people's stories and pass along important information to the pastor.
2. Send direct mail letter from the pastor explaining upcoming changes/welcoming parishioners back
 - a. Also communicate via parishioner e-news, bulletin, social media
3. Utilize marketing materials to welcome parishioners and potential-parishioners
 - a. Posters, yard signs, around Church property
 - b. Welcome postcards in pews
 - c. Digital marketing on parish website, social media platforms
 - d. Offer new /regular parish registration options
 - e. Registration table set up every weekend
 - f. Parish office open on weekends
 - g. Online registration
 - h. Registration postcards in pews

Step 3: Welcome event/Parish Family Reunion

1. Create a memorable, defining "reunion" event celebrating the end of Covid restrictions to worship together (I.e. Mass with parish picnic, family fun day, chicken bbq, pancake breakfast, or parking lot party)
2. Send direct mail letter from the pastor announcing/inviting parishioners to the event
3. Employ marketing to promote event
4. Employ parish outreach (phone trees, information tables after Mass, etc.)
5. Engage volunteers to implement plans for event
6. Use photos/videos of the event on website, social media

Step 4: Commemorative event

1. Create an appropriate memorial event to acknowledge the suffering and grief that many parishioners experienced during the pandemic
2. Send direct mail letter from the pastor announcing/inviting parishioners to the event
3. Employ marketing to promote event
4. Employ parish outreach (phone trees, information tables after Mass, etc.)
5. Engage volunteers to implement plans for event
6. Use photos/videos of the event on website, social media