

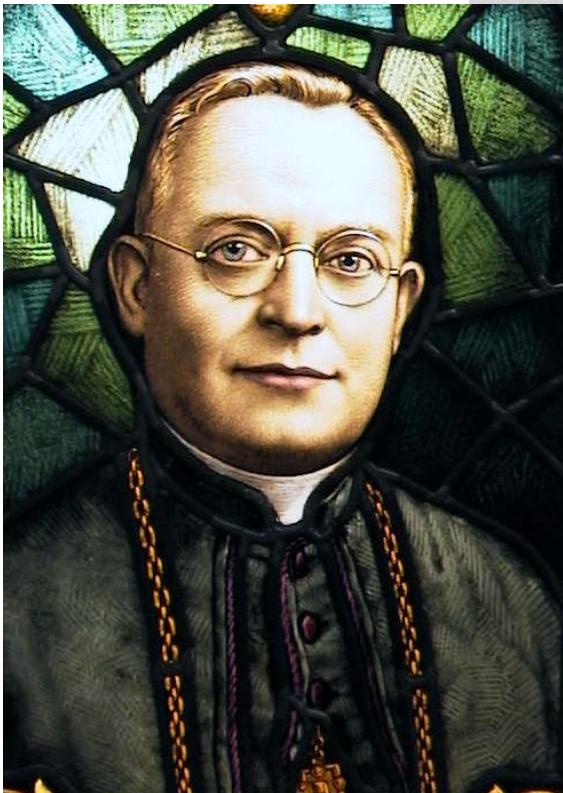
# Digital Discipleship

**Our Sunday Visitor**

Terry Poplava  
Executive Director of Marketing & Sales

Katie Herzing  
Digital Product Sales Associate Lead

# OSV and Fr. John Noll



- OSV began in 1912 when Fr. John Noll wanted to expand evangelization efforts for his parish in Huntington Indiana.
- He later became the Bishop of Fort Wayne and a national leader.

# OurSundayVisitor

*Enriching Parishes...Enhancing Community*



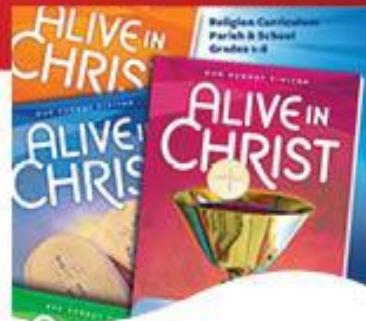
## OSV Offertory Solutions

Envelope Solutions  
Online Giving  
Increased Offertory  
Websites  
Appeals/Campaigns  
Consulting



## OSV Publishing

Books  
Pamphlets  
Periodicals  
OSV Newsweekly  
Parent Letters  
Marriage Preparation



## OSV Curriculum

Preschool  
K-8 Basal  
High School  
Lifetime Catechesis  
Vacation Bible School  
Sacrament Preparation



## OSV Institute

Grants for:  
Catechesis  
Evangelization  
Vocations  
Advancing the  
Culture of Life

# Seven Steps to Success

1. Personal Witness
2. Commitment of Leadership
3. Hospitality, Evangelization and Outreach
4. Communication and Education
5. Recruiting, Training, and Recognizing Gifts of Time and Talent
6. Stewardship of Treasure (Intentional Plan for Giving First Fruits)
7. Accountability

Stewardship: A Disciples Response

# Engaged Church Members Give From a Sense of Abundance

## Engagement Hierarchy:

*Where are we going?*

*Do I Belong Here?*

*What Can I Give?*

*What Do I get?*

Winseman – “Growing an Engaged Church”



# Sustaining Offertory and Service

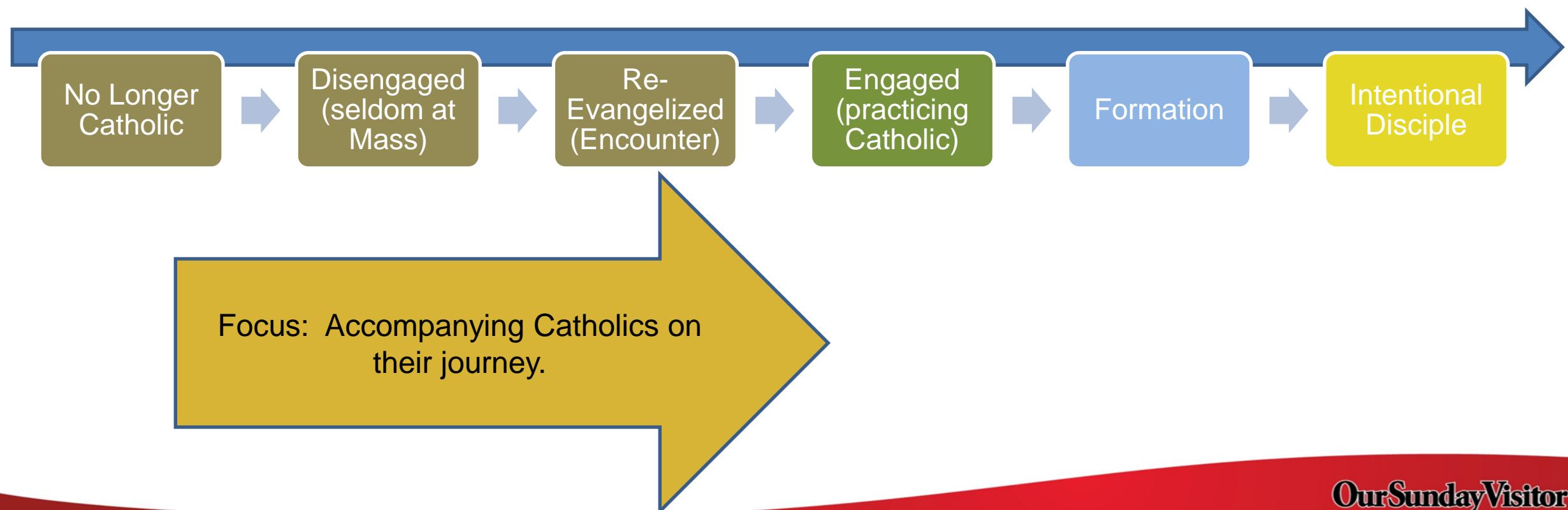
- Accountability
  - Open forum on finance
    - 29% increase in contributions
      - From Zech: *Best Practices in Stewardship*
  - Parish newsletter
    - 20% increase in contributions,
    - 22% increase in service time,
    - 17% increase in spiritual time,
    - 19% increase in outreach
      - From Zech: *Best Practices in Stewardship*
- Teach True Stewardship All 12 Months
- Annually complete commitment cards for gifts of:
  - Time – Prayer
  - Talent – Service in parish ministries
  - Treasure



## THRESHOLDS OF CONVERSION / PERIODS OF BAPTISMAL CATECHUMENATE PROCESS



# Journey to Discipleship



# THE “ENGAGING” PARISH

*Best Practices to Foster a Vibrant Parish Community*

## ***The process and tools to facilitate vibrant Catholic community***

Enabling the transformation of parishes in the United States into vibrant Catholic communities through consulting, resources, support for pastors and staff, and content for parishioners. While every parish is unique, there are 5 characteristics shared by “Engaged” parishes.

### Mission Focus

Help people develop a strong sense of discipleship and connection to their parish and the universal Church by emphasizing mission. Make your mission statement short and memorable.

### Dynamic parish plan

Document a cross-functional plan that provides focus for the parish and a sense of direction for parishioners.

### Consistent Communication

Inform everyone about all the wonderful ways we live our faith and serve the community..

### Financial health

Help parishioners connect financial gifts to spirituality and mission..

### Lifelong faith formation

Promote a journey to holiness at every age and stage of human development.

# Pope Francis

WCD Message, 1/24/2014

***“Christian witness, thanks to the internet, can thereby reach the peripheries of human existence.”***



**Pope Francis** @Pontifex · Apr 25

We Christians are called to go out of ourselves to bring the mercy and tenderness of God to all.



7.2K

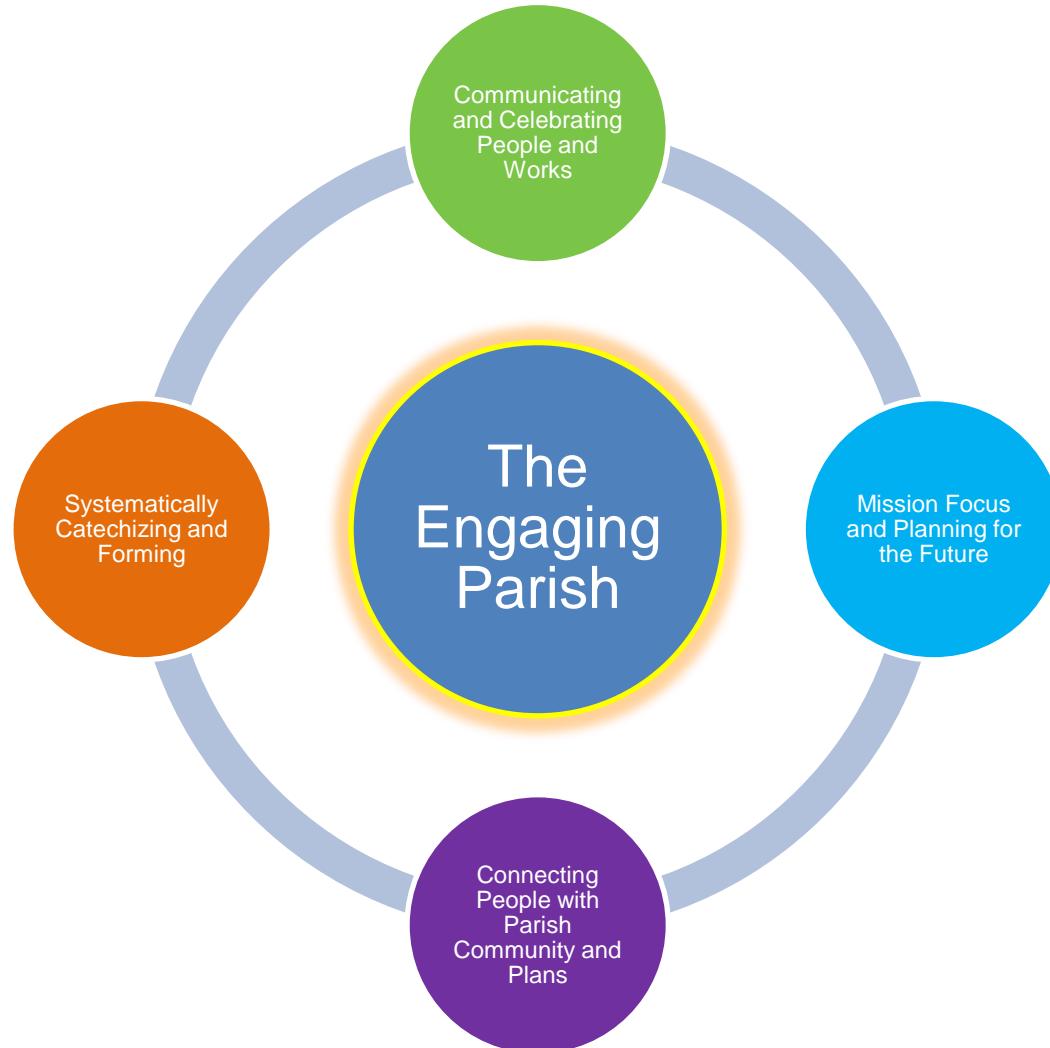
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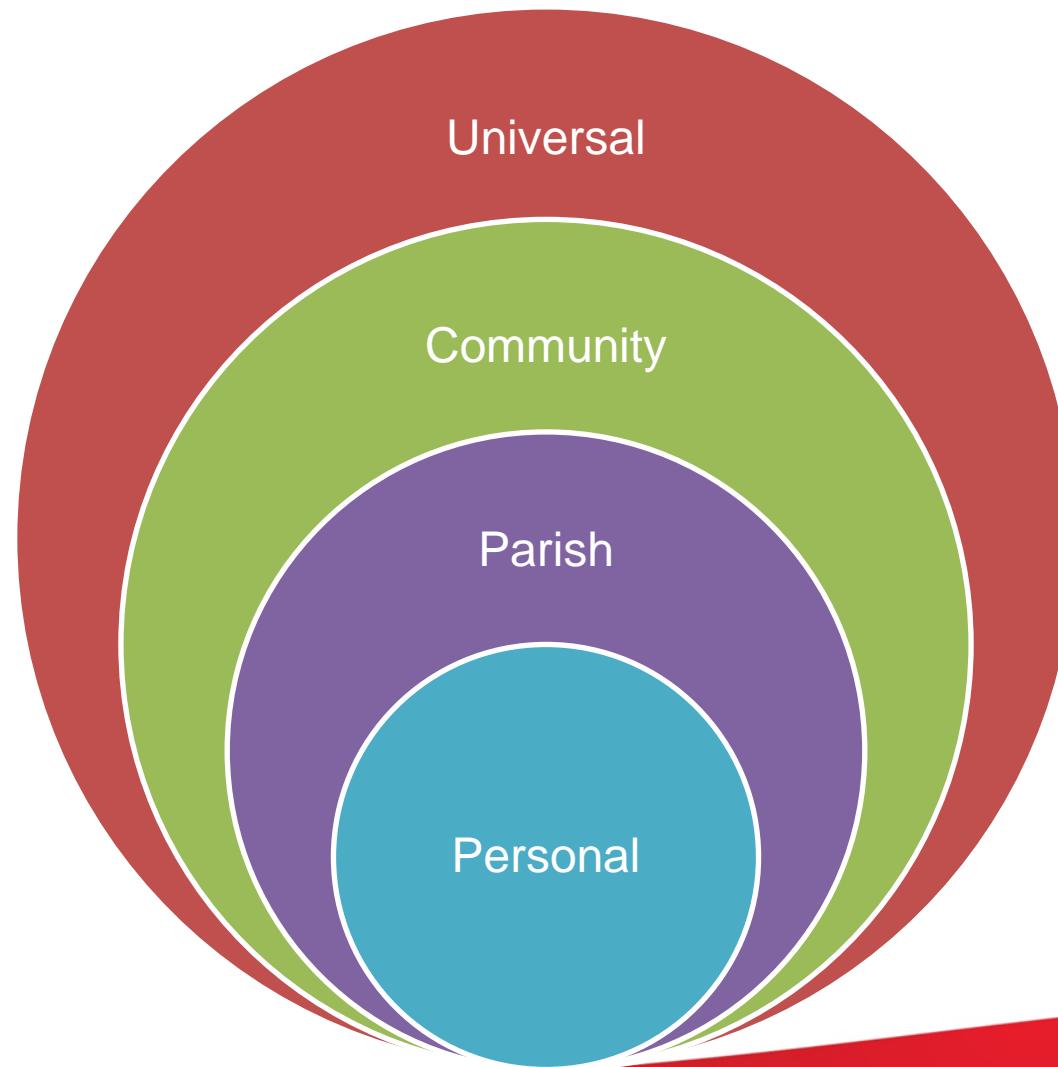
# Digital media & evangelization

**Every unengaged, inactive or ex-Catholic in the United States can be connected with, or **is just one digital message away from, at least ONE Catholic who is active and engaged** through the various networks of social media.**

**Many engaged Catholics in the United States **have never been asked or coached** to see social media as a **way to live out the Catholic faith.****



# Evangelization



# 7 Ways to Build Digital Discipleship

# 3 Central Q's: Digital Media

1. **Why** – Why have Pope Francis and Pope Benedict XVI said the Church must be present in digital media to fulfill her mission?
2. **How** – How can the Church best implement digital media evangelization without over-burdening very busy parish priests, parish staff, and parishioners?
3. **What** - What are the essential things parishes and parishioners need to know to begin utilizing digital media effectively?

# Open Your Virtual Front Door



*As I have frequently observed, if a choice has to be made between a bruised Church which goes out to the streets and a Church suffering from self-absorption, I certainly prefer the first. Those “streets” are the world where people live and where they can be reached, both effectively and affectively. The digital highway is one of them, a street teeming with people who are often hurting, men and women looking for salvation or hope. By means of the internet, the Christian message can reach “to the ends of the earth” (Acts 1:8). Keeping the doors of our churches open also means keeping them open in the digital environment so that people, whatever their situation in life, can enter, and so that the Gospel can go out to reach everyone.*

**Message of Pope Francis for the 48<sup>th</sup> World Communications Day**  
**June 14<sup>th</sup>, 2014**

# 1. Make website your base



Change your base method of communication from your bulletin (a printed communication tool) to your website, which can be updated immediately.

## 2. Share Audio or Video

### Adult Faith Talks *Fr. Mike Comer's Talks*

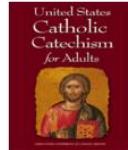
These are a series of talks that Fr. Mike Comer delivered during his Wednesday Adult Faith Formation sessions. All were recorded live over the period of 2007-2013.



[The Book of Revelation](#)



[Jesus the Healer](#)



[What Catholics Believe](#)



[Lord, Teach Us to Pray](#)



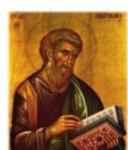
[Mary: Let It Be](#)



[The Acts of the Apostles](#)



[The Gospel of Luke](#)



[The Gospel of Matthew](#)

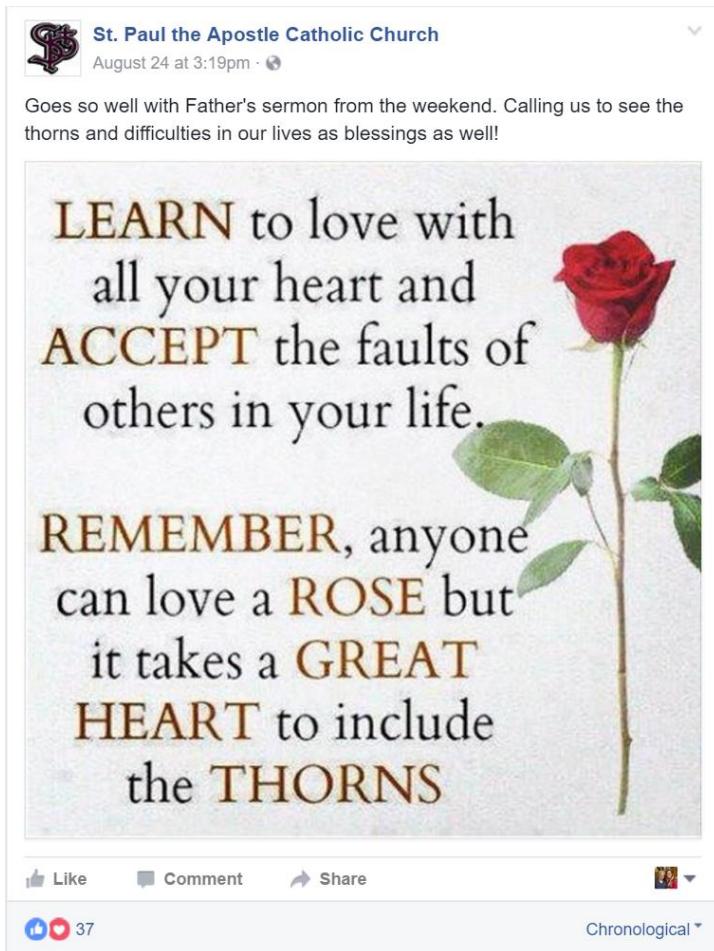


[The Sermon on the Mount](#)

Gives parishioners an easy way to learn more about the faith

Provide them an opportunity to evangelize to their family and friends

### 3. Be a social media hub



Share Parish News & Events as reminders, share Catholic News Stories and Relevant Teachings to supplement Sunday Homilies, and Prayer and Inspirational posts for parishioners to like, share, & re-tweet.

## 4. Form social media tithers



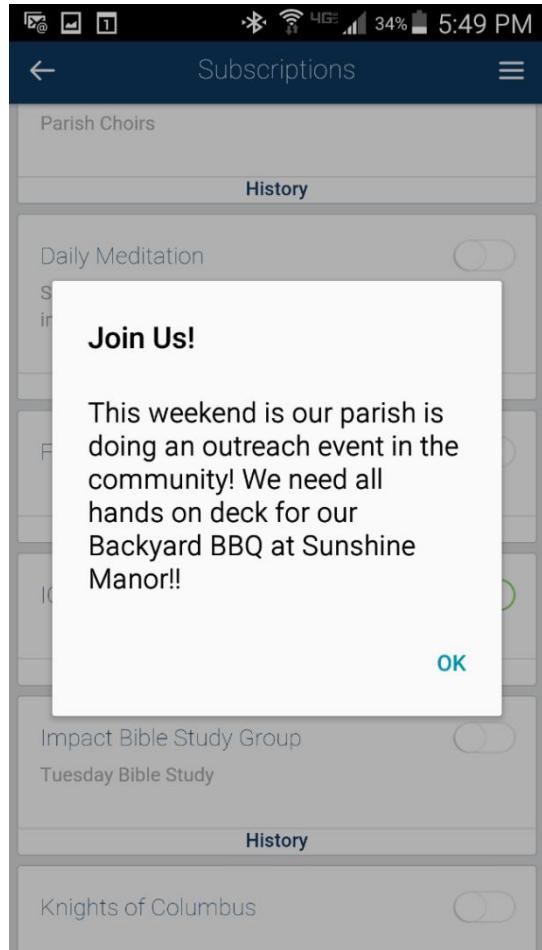
Encourage people to share, like, re-tweet from your Church's or other Catholic accounts to evangelize to their family and friends.

# 5. Engage the broader culture

We've got two Gyms, three Pokespots, and Jesus



# 6. Invite w/ Push Notifications



More than **two-thirds (77%)** of mobile subscribers in the U.S. — 190.3 million people!

Communicate with People in the way they best receive

This is an active means of communication right on their phone, where they are!

# 7. Prefer Online Giving



Online Giving encourages intentional, sacrificial, regular giving by parishioners

Benefits the Parish and the Donor

State gratitude for all gifts but share reasons why Online Giving is best

Show that the parish receives gifts in modern ways

It is Simple, Easy, Quick, and Secure

## Final Thoughts...

Fully embracing the “New Evangelization” means using today’s tools and gathering places to embrace people where they are at and communicate the Church’s mission to change lives



# Thank You



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# 9 Things to know about digital media



1. Digital media is here to stay.
2. Digital media is a **place** where so many people spend significant portions of their lives
3. The Church's presence in digital media is **substantive, symbolic and transformative**.
4. On digital media, Church can reach people who wouldn't otherwise hear the Gospel.
5. The Church needs to understand digital media's language/culture.
6. The Church's approach should be to listen, converse, invite and then share our message.
7. Digital media is a great place to learn more about our faith.
8. Digital media is a place of **real encounter** with the Church and with Christ.
9. The Church can be, and should be, the world's largest social network.