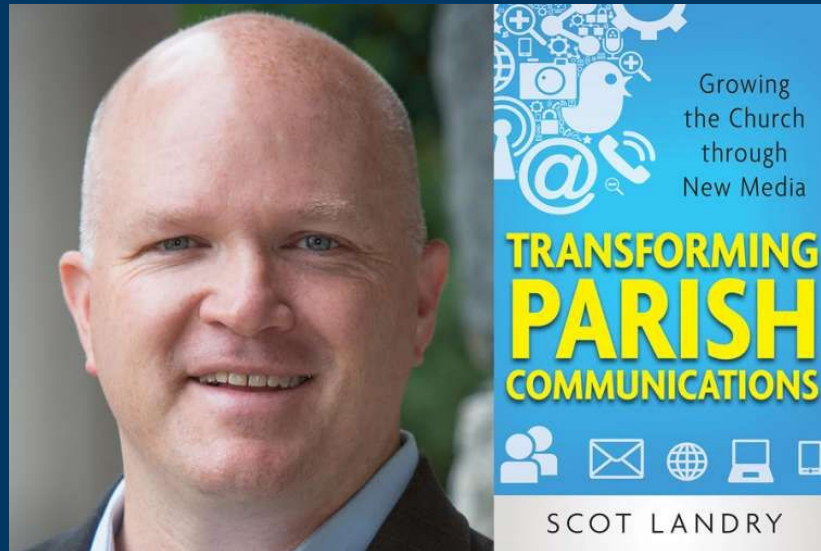


Dynamic *Online* Parish

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A little about me ...

- Co-lead for Dynamic Parish
- Previously led Catholic Media secretariat for Archdiocese of Boston
- Author of Transforming Parish Communications



A unique time | Covid-19

- The longest duration closing of our lifetime
- Closed indefinitely to gatherings of 10+
- Affects our habits and routines
- Busy and overscheduled people will now feel bored.
- Many may turn to bingeing on Netflix, news, social media.
- Those binges may increase anxiety.

A unique time | Covid-19

- Lack of interaction can increase fear and isolation.
- Many parishioners may lose jobs, income and see investments drop.
- Also, represents a great opportunity to help people:
 - Live in an intentional way
 - Choose to invest their time in ways that bring out their best
 - For as long as this lasts...

Parishes are still parishes | Now Online

- This time presents a great opportunity for our parish community to accompany others throughout these hard times and to pray with them.
- Many of our parishioners will become infected or know someone they love who does.
- Many parishioners will also know someone who becomes hospitalized.
- Some parishioners will know someone who dies from Covid-19.
- Nearly every parishioner will know first responders (doctors, nurses, EMTs, priests).

Parishes are still parishes | Now Online

- It will be a time of fear, anxiety and isolation.
- This is a moment for the Church to be our best. But, given regulations, we need to do this through technology more than in-person presence.
- It is a time when people are forced to simplify and to form new habits and routines. Wouldn't it be great if these new habits and routines led them to grow closer to God and to others?
- We can invite people to a new routine, to embrace a simpler life and then to teach them how to do it.

Powerful, Inexpensive & Easy-to-Learn Technology

- The experience of prayer, learning, generosity, evangelization and community online will certainly be **different** but it can also be powerful and memorable.
- Leveraging the parish's website, email and social media, parishes can promote online opportunities easily in a way that is shareable with others.
- Streaming or broadcasting the Mass, a prayer session, or a presentation can be done with a good computer or smartphone for free or very simply via Zoom for \$15/month. Note: We are utilizing Zoom to record this session and to host the live webinar.

Powerful, Inexpensive & Easy-to-Learn Technology

- Parish broadcasts for a low investment
- For the purposes of this presentation, I'm going to recommend the simplest ways to execute our recommendations.
- Because parish life can be stretched in so many directions during regular times, this might also represent a great opportunity to **focus** parishioners on fewer initiatives that we can all do together.

Why at the Parish | Why not referrals?

- Connect to YOU and other local leaders.
- Can't outsource true community.
- People are more likely to ask if you are the one asking.
- Whatever you build can continue after this crisis.
- It will also be good for those in ministry to be close to our people.

Our Recommended Approach: Dynamic Online

- Prayer
- Study
- Generosity
- Evangelization
- Dreaming
- Community

Online Prayer: Pick 3 Activities

- Daily and Sunday Mass livestream broadcast
- Reflections (live or recorded)
- Rosary livestream broadcast
- Prayer requests through email
- Adoration/Prayer session for prayer requests livestream
- Presentations / teachings on the various forms of personal prayer (live discussion via Zoom).

Online Study: Pick 2 Activities

- Many resources exist...
- Discussion of **Best Lent Ever** messages over Zoom.
- Discussion of a **Catholic book** over Zoom.
- Discussion of a **Formed Resource** over Zoom.
- Watch **Alpha** Film Series and convene to discuss on Zoom.
- Host a “**Jesus 101**” and/or a “**Catholicism 101**” course and discussion over Zoom.
- Offer a daily discussion for **Married Couples** to enrich their marriages using the videos from Better Together and its companion resources, particularly the Marriage Enrichment Inventory.
- Offer BLESSED for all **students** between ages four and ten.
- Offer a live discussion about the **Catechism** using YouCat or DoCat.

Online Generosity: Pick 2 Activities

- Call every family in the parish database.
- Make a list of friends to reach out to by phone in their free time.
- Run errands for someone who is not able to do so
- Lead a virtual discussion group or to invite 10 people to join one
- Listen to people who are struggling.
- Offer childcare to those in healthcare and other emergency services.
- Request contributions be made to support the parish's activities

Online Evangelization: Pick 1 Activity

- Invite others to join you in parish online activities through email, social media and phone.
- Ask parishioners to forward a short message from the parish to others
- Encourage parishioners to reach out for prayer requests.
- Offer a short course on the basics of writing and sharing your faith story.

Online Dreaming: Pick 1 Activity

- Share with people the essentials of dreaming from your Dream Event.
- Encourage people to write down their list of 100 dreams and discuss them with others, particularly family members.
- Offer either one long session or several shorter sessions over zoom on Dreaming.
- Dynamic Catholic will have handouts to facilitate this and to place on your parish website for interested parishes.

Robust Online Community: Pick __ Activities

- Inspiration from Pope Benedict and Pope Francis
- Online is not the same as in-person community, however, it can still be robust and powerful.
- Small groups using technology to meet for for a decade.

Ideas:

- Hold ministry meetings and small groups online through Zoom.
- Seek out prayer requests and make it easy for people to join you in praying for these over zoom.
- Reach out to parishioners who become ill or when their loved ones become ill. Pray with them individually over Zoom or the phone.
- Become a hub for referrals for human needs.
- Send a daily email message from the pastor out each day

Recommend Technology Infrastructure

- Good Internet bandwidth (ideally at least 100MBPs upload)
- Modern device (laptop, smartphone, tablet)
- Online tool (Zoom, FB Live, YouTube Live, Church Online)
- Parish Media (Email, website, social media)
- Bonus: Buy FB or Google Ads for your zipcode.

Making a Plan

Step 1: Form a Small Team

- Priests
- Online implementation - overall initiative leader
- Technology leader
- Discussion / small group leaders
- Webinar presenters
- Parish Media Lead
- Other staff, volunteers and people who get stuff done

Step 2: Select Activities You Want to Offer

- 3 Prayer Activities.
- 2 Study Activities.
- 2 Generosity Activities.
- 1 Evangelization Activity.
- Dreaming Activities.
- Community Online Activities.

Step 3: Choose Your Broadcast Platform(s)

- Zoom
- Facebook Live
- YouTube Live
- Church Online
- Any additional equipment you want?

Step 4: Decide on a daily schedule

- 8am - Stream or Record Daily Mass or the Liturgy of the Word + Homily
- 9am - Pray the Rosary
- 10:30am - Book discussion group
- 12:00n - Lunch group discussion
- 1:30pm - Small groups or ministry meetings over Zoom
- 3:00pm - Holy Hour including prayer requests
- 7:00pm - Journey through the Catechism (Pick themes/questions from YouCat or DoCat)
- 8:00pm - Small Groups or Ministry Meetings over Zoom

Step 5: Assign Leads and Teams

- For each activity, appoint a leader and ask the leader to form a team to execute it well.
- Encourage leaders to convene their teams over zoom to make a plan.
- Provide coaching on the tools or time to research them before going live.

Step 6: Pick a Start Date

- When will you start?
- What activities will you start with?
- When do you want all your activities “live”?

Step 7: Begin your communication plan

What will be included in your daily email?

- Pastor reflection/message?
- List of prayer requests that day?
- Schedule of online activities for that day?
- Links to resources for adults, teens, children?
- Survey questions?
- Invitation for new prayer requests?
- Article on 1 inspirational way someone in your community is serving during the Covid-19 crisis?
- What else?

Step 8: Go Live & Continuously Improve

- Pray, broadcast, get feedback, improve ... and keep broadcasting.
- You will get better over time.
- You may want to survey your participants (using Google Forms or Flocknote) for improvement suggestions.

Final Thoughts

Other Projects to Strengthen Infrastructure

- Strong internet in your church.
- Robust communications platform like Flocknote.
- Website
- Social media.
- Your electronic giving system - preferred way for support.
- Parishioner Contact Database - Gathering/updating contact information - Do this over the phone.
- Screens/projectors in your Church or Hall

Other Good Ideas | Concluding Thoughts

- Make emergency sacramental numbers easy to locate.
- Drive-by Confessions in the parking lot.
- Don't let what you can't do prevent you from doing what you can do.
- Dynamic Online Community is possible. Please let us know how we at Dynamic Parish can help.