

COMMUNICATION AND EDUCATION

All the stewardship and development programs currently in use in dioceses and parishes throughout the United States require the use of one or more communications media. Printed materials, audiovisuals, telemarketing programs, computerized tracking and record keeping, and other contemporary communications instruments now complement letters from the bishop or pastor, witness talks, bulletin announcements, posters, and other traditional means of communication.

Given the competition that exists today for people's time and attention, parishes and dioceses that wish to be successful in stewardship and development must pay careful attention to the effectiveness of their communications. Especially since most dioceses and parishes are working with very limited communications budgets, the choices that are made about how to most effectively "tell our story" or "make our case" can be crucial to success. With this in mind, parishes and dioceses are urged to seek the assistance of qualified communications professionals (staff and volunteers) to develop communications plans that will make the best possible use of available resources.