

COMMUNICATION UPDATE





01

LOGO



We worked with MaryBeth O'Connor to redesign the logo.
The process started in April and took most of the summer to complete.

LOGO EXPLAINED



Wheat & Grapes

These elements continue to symbolize the Eucharist, the source and summit of our faith. And, serve as a reminder of the gifts we bring to share.



The Cross

Central to our faith, the cross represents Love's ultimate victory over sin and death.



The Hand

This new element symbolizes our call to action as followers of Christ. We are called not only to receive God's love but also to share it generously with others.



The New Logo

This new logo is a reflection of our ongoing commitment to live out our faith actively and to create a community where everyone can encounter the love of God.

A good logo doesn't need an explanation, and I'm sure you all can figure out what each symbol means, but allow me to hit the highlights:

1. Obviously, we kept the wheat and grapes the simple elements of bread and wine – the Eucharist.
2. The cross is new and serves as a reminder of God's infinite love for us.
3. The hand is also new and was pitched by Fr. Rob to symbolize that we bring our gifts to share at the altar and in the world.
4. The new logo reminds us to live out our faith actively and to create a community where everyone can encounter the love of God.



As part of our transition to Camino for our parish database, we also decided to move from Flocknote to Evangelus for our email messaging program.

FEATURES, INTEGRATION, & GOALS



Features

- Similar to Flocknote
- Extra accessibility features
- Seamless transition from desktop to mobile
- User data



Integrations

- Communicates with our new database program, Camino
- Integrated with our new website



Goals

- Keep our 60%+ open rate
- All weekly comms on EVA by September 27
- Move all groups to EVA by end of October

Features:

- Accessibility: alt text on images and easy text
- User Data: we have access to user data through the database and with user input. This is exciting because we could run a campaign that targets young adults or young families to invite them to activities that are related to their interests.

Integrations

- Also has the ability to work with our social media platforms like Facebook

Goals

- 17 groups
- Open rate of the first two averages to 84% (20%) open rate is approximately 42% (4%)

Sign up for Evangelus





RESULTS FROM THE SURVEY

Ease of Use

There were several comments about the organization of the website and users had difficulty navigating to the information they were seeking.

Notifications

Respondents would like to see notifications about new blogs or upcoming events.



Events vs. News

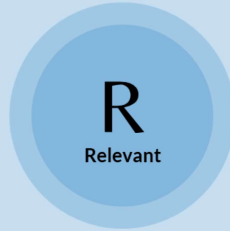
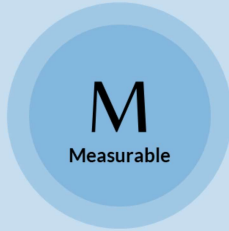
Respondents had difficulty distinguishing between upcoming events and already happened events/recaps.

Social Media Feeds

Another top comment was asking to have our social media feeds on the website.

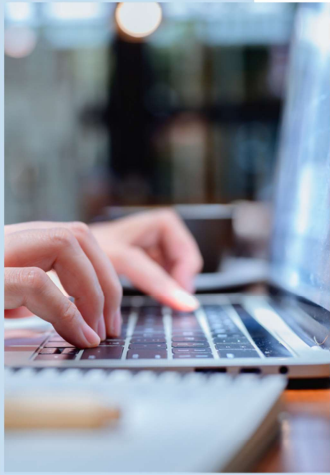
WEBSITE

S.M.A.R.T GOALS



Target 1: *Increase website traffic* over a two month period from 44k total visitors (Sept – Nov 2023) to 55k from Sept 25 – Nov 25 2024)

Target 2: *Increase website engagement time* from 2 minutes (Sept – Nov 2023) to 3-5 minutes over a two month period 25 – Nov 25 2024)



LAUNCH

The website will launch on September 25.

Preview: <https://blessed-midland.diocesanweb.org/>