



**DEVELOPMENT OFFICE  
ARCHDIOCESE OF NEW YORK**

MEMORANDUM

TO: Pastors and Administrators  
FROM: Bettina Alonso  
CC: The Reverend Monsignor Joseph LaMorte  
DATE: February 5, 2021  
SUBJECT: Flocknote – Email and Text Communication Tool

---

Dear Pastors and Administrators,

Thank you for your resilience and ingenuity over the past year, faithfully sharing the Good News of Jesus Christ to your parishes under the most restricted and challenging circumstances. To ensure that your entire parish community receives accessible and regular communications from you while we cope with COVID-19 challenges and beyond, I would like to enthusiastically remind you of our user-friendly, free resource: **Flocknote**.

**Flocknote is the best digital tool you have to reach your parishioners.** A service purchased by the Archdiocese of New York so that parishes can communicate digitally with their community, Flocknote is provided at no additional cost and can send both email and text communications to parishioners who have signed up for the service. With Flocknote you can communicate instantly with your parishioners now that in-person events and Masses are limited to fewer people.

**Texts and emails are unlimited** under our plan, resulting in higher attendance, increased stewardship, and a more connected church. Text messages have a 99% open rate (with 90% opened within 3 minutes) and is a creative way of communicating with your parish families. Emails tend to have high open rates when the recipient has a high affinity for the sender, as our members have for our parishes and for you as their pastors.

Flocknote has several **ready-made email templates** available, so you can create an email in just a few minutes. Our recommendation is to pick one specific template for your weekly communication, and make a commitment to emailing each week. This template becomes your parish brand and leads to greater recognition from the recipients. Remember to use pictures and video in these emails. People miss seeing each other face-to-face, and are used to engaging with photos and video on their mobile phones.

Pastors in our archdiocese have reported success by sending out a Friday email to their 'flock' preparing them for mass on Sunday and reminding them how to access livestreamed services. Other ideas include calling for volunteers, service and food pantry needs, and emailing or texting the weekly bulletin.

Feeling more connected to your parish leads to greater engagement and fundraising success. Use a specific call to action directing parishioners to your online giving pages, special collections, 50/50 raffles, and the Cardinal's Appeal. We have provided sample copy for Cardinal's Appeal emails to parishioners, and we encourage you to personalize these messages to your own parish. We know there are people not coming to mass, and you should extend to them the invitation to give and participate in this vital part of parish life. Using Flocknote to



## DEVELOPMENT OFFICE ARCHDIOCESE OF NEW YORK

communicate how giving to your parish, the archdiocese, and special collections is an important way parishioners can live their faith more fully and support the causes and people they care most about.

On the archdiocesan level, His Eminence also has a dedicated Flocknote account which is connected to your parish account. The use of this account is limited to archdiocesan-wide pastoral messages and your parishioners will only receive communications from His Eminence a few times a year.

Of course, the first step to effectively using Flocknote is to ensure people sign up to receive your communications. Add a Flocknote signup to your website homepage, put a post on your social media, and add a reminder to join in your bulletin. Flocknote also has a “text to join” feature to encourage parish registration. You will find people watching at home on your livestream will sign up for Flocknote, so be sure to make an announcement during your Sunday mass with your other announcements.

If you need help setting up a Flocknote account or want more information about using some of Flocknote’s upgraded features, please contact the archdiocese’s Communication team at [communications@archny.org](mailto:communications@archny.org). The Development team also stands ready to using Flocknote or creating messages, please let us know. We are happy to assist you to assist you to take advantage of all Flocknote has to offer.

With warm regards,  
Bettina