



Boldly

Forming Disciples

Increasing Engagement

01

Market Outside the Bulletin

Use a generic or custom banner outside the parish to remind parents that their young people belong in your community and they can help their child meet their best friend, Jesus.

02

Market Where Your People Are

Hang flyers in grocery stores, bodegas, coffee shops. Make a map of the one-mile radius around your parish and mark all the areas where your parishioners may frequent.

03

Let Them Know They Are Missed

Check your registration records for the past few years. Note who is no longer participating and send a welcoming card or even better, make a phone call. Invite them back to parish faith formation.

04

Remind Them It's Time

Remind them "it's time." Go through the parish baptismal records and note the young people who are now in Kindergarten or first grade and outreach personally to the families.

05

Prepare and Welcome

Many new and returning families may come with different challenges, such as not being in faith formation for consistently, custodial issues, bad past experiences, financial struggle. Look for ways to say "you are welcome here" and "yes, we can make this work" without compromising the mission.

06

Pray

Invite members of your community to pray for the young people in your parish, especially those who for some reason are not participating in faith formation. Consider having a prayer team just for your faith formation programs.



A

Marketing Resources

The Communication Center have great banners that can be generic (39.95) or Custom (125.00) in English and Spanish that can be hung outside the parish. Yard signs (5 for 18.99) are available.

They also have free graphics and flyers.

<https://www.comcenter.com/category/BOOST/Boost-Enrollment-Banners-Flyers/>

B

Preparing a Phone Script

With personal invitation, it is important that you create a good script. This should be:

1. Welcoming: it is our joy to have them in our programs.
2. Listening: parents may offer various reasons for non-participation. Listen to them and offer sympathy without excuses.
3. Inviting: some issues may be more complex than can be done with one call. Invite to a dialogue.
4. Don't get angry: sometimes people are not kind or do not appreciate the call. Don't get angry and thank them for their time.

C

Make Registration Easy

Consider using software to register online. Use your Flocknote email and text system to send a link to register.

There are multiple companies that offer registration software such as ParishSoft and FaithEnroll to name just two. You can also create your own registration forms.

D

Prepare for Special Issues

It is important to have standard guidelines but recognize that some families are in special situations. Think about how you can welcome families with:

- Custody issues - children who cannot come every week
- Mid-year registrations
- Young people who need have not received sacraments
- Language barriers
- Young people with simple or profound special needs