Telling Your Story

Tools to help you communicate with your audience
When everything changes...

March 2020 saw the beginning of many changes.

- How and where we work.
- How we communicate.
- What tools we use to communicate.
- The stories we tell and how we share them.

How did we navigate these changes and what communications do we continue?
Electronic Communications
Email

Why email?
What tools do we use to email people?
Need a Sunday Plan? Here's a start...

1) Read the Sunday readings.
2) Watch Fr. Dustin's homily or listen to it via a podcast, and take at least 15 minutes of quiet time to reflect.
3) Watch Bishop John's Livestream Mass at 1:30 pm Eastern.

You can build from there, but that would be a pretty good start!

How are you keeping the Sabbath holy today?
Simply reply to this email.
We will send you a St. Al's sticker as a thank you!

Mailchimp

- All contacts in one database
- Provides open rates/click throughs
- Track email results.
- Grow your email list.
- Allows users to subscribe/unsubscribe.
- Templates to build emails.
Social Media
How do we use it? How do we develop content?
Canva and Social Media
MOSES SAYS, “LET MY PEOPLE GO TO THE…”

ST. AL'S PI DAY DIGITAL GALA

FREE 30 minute event!
Gather with alumni and friends from across the country!

Register!
mtucatholic.org/gala

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Canva

Free!
Lots of templates
User friendly
Best for Facebook and Instagram
Flyers, Presentations, and more!
Use your own photos!

"St. Al’s is helping college students to learn that everything has to start with God."

Joe Kirkish
St. Al’s Supporter
GROWING THE FAITH AT ST. ANNE'S

Give to the future.
St. Anne's Parish
Sharing the Catholic faith since 1887.
"Following what I believe to be God’s plan for me and the shepherding of our Bishop John Doerfler, I am now at seminary trusting the path on which the Lord is leading me."

Drew Langton
Pre-Theology I
Sacred Heart Major Seminary, Detroit

"ST. AL’S HAS BEEN A CONSTANT IN MY EVER-CHANGING STUDENT LIFE."

Use real photos.
Showcase your people.
Use their stories/quotes
"Some of my best friends have been ones I've made at St. Al's because we have a common goal: run together toward Christ."

Share their stories to promote events.

**Silent Retreats: Making time for God**

“Silent retreats are a way for me to refocus on God and put my life into perspective again.”

– Keira Wright, mechnical engineering student
Use for schedules, events, activities and more!
Websites / Online Giving

How do we create a website? How do we move to online giving?
St. Al's and St. Anne's use eCatholic for their websites.
St. Al's and St. Anne's use eCatholic for their online giving.
Video

How do we use it? How do we develop content?
Share your story!

Homilies, reflections and pandemic virus verses were and are all ways that we continue to share about the Gospel. Videos all taken with phones!
Print Communications
Newsletters

Why a newsletter?
Two examples: Yoopers for Seminarians and St. Al's Alumni and Friends
Newsletters share your story!

St. Al's Winter 2021 Newsletter
USE PHOTOS TO EXPLAIN A STORY

A PICTORIAL GUIDE TO THE ORINATION LITURGY

The Ordination Liturgy is one of the most beautiful in the life of the Church and it has a number of books which are unique. With us through some of the most significant movements.

YES 2020

Here’s How You Can Help

Three ordinations is a huge accomplishment for our small diocese! God-willing, we hope for more next year.

There has been an amazing response to the Challenge Gift for YES 2020. We appreciate everyone who has given! Funding our vocations program is hard work and we need your help. Pj. Joe Goyin has offered a challenge gift for every $1000 given to Volunteers for Seminarians this year. $20 will be donated to the Seminarians Endowment (as kind of the U.C. Catholics Office) up to a total of $25,000.

To earn this match, then, we need to raise $10,000 during 2020! This is a REALLY important gift, because it strengthens our ability to pay for vocations promotion and seminarian education right now the ($100,000 goal) as well as build up the Seminarians Endowment to provide the funds to our students in the future! Help answer the call to be part of the Catholic Church with a donation of any amount today.

Consider making a bold gift to YES this year to take advantage of this generous matching challenge! Your gift will help us to build a culture of vocations as well as to educate our seminarians now and in the future.

BECOME A MEMBER OF VOLUNTEERS FOR SEMINARIANS 2020. LEARN MORE. YESVOLUNTEERS@MARRIAGES.ORG

Have you considered making a planned gift to the Seminarians Endowment? Visit our website at seminarianfounation.org/planahead.
Dear <Short Salutation>

Greetings from Houghton and from St. Al’s! Preparations are under way for the coming school year, and it’s going to look different than before. While we are trusting God to help us be creative, resilient, and bold; we need your help, too!
Dear ‘Short Salutations’:

Greetings from Houghton and from St. Al’s! Preparations are under way for the coming school year, and it’s going to look different than before. While we are trusting God to help us be creative, resilient, and bold, we need your help, too.

Take, for example, Zoë Lalonde. As a senior with just two semesters left at Michigan Tech, she was excited about continuing to build relationships and lead and guide younger students through her involvement at St. Al’s.

When the shutdowns happened in March, Zoë had to approach the second half of the semester without a plan for how her participation in the ministry could continue. Fortunately that work did continue, and she sustained her involvement in FOCUS Bible studies and virtual ministry activities at St. Al’s.

Due in large part to her fervor and enthusiasm, Zoë was hired by FOCUS as a new missionary! She completed training this summer and will complete her final semester here at Michigan Tech while also serving as a FOCUS Missions intern. In January, Zoë will leave us to serve on another campus as a full-time missionary. The formation that supporters like you have provided for her is being paid forward. Zoë’s story is inspiring, but not unique.

For years, there has been talk of a dying Catholic Church. Not here. We are seeing a new energy and enthusiasm for the Faith rising at the campus ministry level. There are many other stand-out leaders like Zoë.

There are also dozens and hundreds of other students in whom the Lord has been at work. For many, this will play out over time, especially if they graduate and move on to parishes like yours.

St. Al’s is only able to bring this ministry to students because of generous supporters like YOU. Your support has provided for the facilities over the decades. Your support brought the expansion of ministry staff and resources in recent years and an explosion of outreach and participation at St. Al’s.

A new school year is about to begin. There will be unprecedented challenges for our team and our students to navigate in the coming year. Even so, these challenges present opportunities.

There is a new pace of life. There will be a chance to reach students that would not have existed under normal circumstances.

Zoë and fellow Michigan Tech senior Zach Smith are serving this fall as missionary interns. They join seven other FOCUS missionaries (picture left) to make this our biggest team ever. Our typical outreach activities will be modified, but FOCUS Bible Studies, small group meetings, and one-on-one mentoring will continue at full speed with the capacity to reach a greater number of students.

This past spring, we saw that offering socially distant activities is awkward, but it doesn’t keep them from being life-changing and fruitful! Vibrant outreach to all the students will go on. We will also continue to build on our targeted outreach to graduate students, varsity student-athletes, and students involved in Greek life.

We’re going to have to change and adapt on the fly this year. Some adjustments include:

- Moving gatherings out under tent in our lower parking lot.
- Serving pre-packaged ice cream bars instead of donuts.
- Using the beautiful outdoor opportunities here in the Keweenaw!

Students are in desperate need of spiritual guidance, teaching, and community in this time. Your financial support provides these things directly to them.

By growing the mission at St. Al’s, we will send more strong Catholic leaders like Zoë out into the Church and to parishes like yours. They will be well-formed in the Faith, ready to serve, and ready to lead.

St. Al’s is reaching hundreds of students now... but there are hundreds more still to be reached!

Here’s how you can help:

Please prayerfully consider making a bold financial gift to bring spiritual outreach and support to students like Zoë at Michigan Tech.

We have once again received a $10,000 challenge gift from a generous family. All gifts to St. Al’s will be matched from now until Fri., Monday, September 14, 2020, up to $10,000:

- One-time gifts will be doubled.
- For new or increased monthly gifts, the first six monthly installments will count toward the challenge.

Gifts can be made using the enclosed form, or online at stalbertcatholic.org

God Bless,

Fr. Ben Hasse

P.S. The outreach to students at such a crucial time in their lives is continuing because of your support. Please consider a gift to bring this ministry to the many students in search of Faith and community on campus. Through September 11 your gift will be multiplied as part of the Back to School Matching Gift Challenge.

Fr. Dethier giving Benediction during Parking Lot Adoration is perhaps the most iconic image of this past Spring Semester for me! The Lord has helped us find new opportunities so far during the pandemic. Many activities were moved online.

This led to new people joining Bible Studies, and more students than ever sharing over Zoom at "Senior Testimonies Night" and the "Spring Coffee House" talent show.

James Dunar is our most recent graduate to enter seminary formation! Last year, James served at Chapel Hill, NC, and like his predecessor Dan LaCroix, he is entering formation for the Lansing diocese.

James has been involved heavily at St. Al’s from day one. He has helped lead Friday Night Friends Fellowship, served as a Chapel Rot, and also became the third Master of the Schissel Brandi.

Fr. Tom Merkell is our new Associate Pastor! Fr. Tom and I have pumped together for quite some time. We are both from the same home towns and the same parish. When I was newly ordained, Fr. Tom was a freshman at MSU, and one of the student leaders in the campus ministry there.

It was a joy to work together then, and a GREAT joy to have him now as our new associate pastor.

Appeal Letters Include:

- You language
- Photos
- Quotes/Stories
- A call to action
- Deadline
- Giving
- Form/Return
- Envelope
Help us Serve Our Students at St. Al’s

Please include any prayer requests or contact information updates on the back of this page.

☐ I have enclosed a check made out to: St. Albert the Great University Parish

Relation to St. Al’s: ☐ Alumni Yr: ________ ☐ Parent ☐ Other: _______________

Email: ____________________________

☐ Please charge my credit card:

☐ Monthly Gift—Join the St. Al’s Living Faith Society by making a recurring monthly donation (proceeds on the 5th day of each month)

☐ $150/mo ☐ $100/mo ☐ $50/mo ☐ Other: ________________

☐ One-Time Gift—Support for the ministry in any amount

☐ $500 ☐ $250 ☐ $100 ☐ Surprise Us! ________________

Amount: ______________________ Monthly / One-Time (Choose one)

Card #: ____________________________

Exp. Date: ____________________________

Name on Card: ____________________________

Signature: ____________________________

Address: ____________________________

Relation to St. Al’s: ☐ Alumni Yr: ________ ☐ Parent ☐ Other: ________________

Email: ____________________________

Phone #: ____________________________

St. Albert the Great University Parish | 411 Maclanes Drive | Houghton, MI 49931
906.482.5530

mtucatholic.org/give

Please learn more or give online, please visit

Please prayerfully consider including St. Al’s in your will.

St. Al’s Christmas Wish List 2020

If you would like to make a donation to St. Al’s Christmas Wish List, use the form below or visit mtucatholic.org/give

I would like to provide an item from the St. Al’s Christmas Wish List:

Daily Needs

$____/month Electricity & Heating
$____/month Snow Removal
$____/month Church/Office Supplies

“Win”

$____ Drive-in Movies
$____ Sunday Socials
$____ Catholic Scavenger Hunts

“Build”

$____ Fireside Fellowship Evenings
$____ Catholic Books

“Send”

$____ Local Service Projects
$____ Graduate Student Outreach

Church Renovations

$____ Parish Hall Updates

Greatest Need

$____ One Time Gift
$____/month (use form below)

Total Gift:

$____

☐ My Check is Enclosed
☐ Credit Card (use form below)

Please Note: In the event a specific initiative becomes overfunded, gifts may be directed to support another initiative at St. Al’s.

CREDIT CARD AUTHORIZATION

***Please include address and contact info above.***

I authorize St. Albert the Great University Parish to make a: ☐ One Time Charge ☐ Monthly (5th of each month) in the amount of: $____

Expiration Date: Month____ Year____

☐ Visa ☐ AmEx ☐ MC ☐ Disc

Print Name of Cardholder: ____________________________ Signature: ____________________________
Resources

• Mailchimp
• Canva
• eCatholic
• 4imprint
• StickerMule
Don't forget stickers and magnets!
Thank you!