



Communication 101

FOR CREATION CARE TEAMS

Communicating with your parish or school about your Creation Care Team activities will help you reach more people and build better relationships. Sharing the word about your successes builds enthusiasm for your CCT in the parish or school.

These tips will help you communicate effectively. Have you tried something that we didn't list? We'd love to hear from you! Please contact us at programs@catholicclimatecovenant.org.



As the first step, find out how your parish or school best communicates. Email or call your parish or school administrator and ask how he/she spreads the word about events and activities. Is it newsletters, a printed bulletin, bulletin inserts, email, website, local media, or social media? Are there certain people within your parish or school who are "must know" people who can help spread the word? Call them or set up a meeting.

Once you know how your organization communicates, make the most of it.

1. The Parish or School Bulletin is the best method to communicate with the parish/school at large. You will need to ask when notices are submitted and to whom. Sometimes the deadline for submissions of notices for the bulletin is 2-3 weeks ahead of time.

Bulletin Notice Tips:

- Keep it short! Aim to make your message inspiring and informative, but also simple and brief.
- Announcements about CCT events/activities should include the date, time and location. Be sure to write why this event is important to the community, and name a contact with email/phone number in case people need more information. Give the most important information, such as the date of the event, at the beginning of the notice.

- If you place multiple notices over a period of time, vary the format and wording. People tend to not read an item they've already seen.
- Use the bulletin to educate about climate change and Creation care. Consider submitting a weekly "eco-tip," or a quick idea to make everyone more aware of climate change and how we can care for Creation.

You'll find our "eco-tips" for you in your bi-weekly CCT email.



2. Bulletin Inserts are typically a full-page, one-time leaflet that is added to the bulletin. They are longer than the simple bulletin note. They are often used to celebrate particular days like the Feast of St. Francis of Assisi or Earth Day. Advance notice (often more than a month) is required to put bulletin inserts on the schedule. Inserts usually include background information, a prayer, and/or a discussion about why the Church cares about the issue.

We provide bulletin inserts for Creation Care Teams throughout the year. You'll find these in your biweekly CCT email. You may also find useful [Laudato Si': Care For Our Common Home](#), a bulletin insert produced by the United States Catholic Conference of Bishops.

If you'd like to see a particular insert, [please let us know](#).

3. Social media: If your parish or school maintains a website, Facebook page and/or Twitter account, these are quick and easy ways to get the word out to your members. You could also start your own CCT Facebook group/page. This is a good way to communicate with your CCT members.

- The key to social media postings is to be brief with catchy phrases and to post often in order to reach more people. Using graphics also helps with Facebook outreach.
- Ask CCT members to share announcements and notices with their friends.
- Follow Catholic Climate Covenant on [Twitter](#) and [Facebook](#) to get exciting and up-to-date information to share with your group.

4. The parish or school website is the most comprehensive place for information about parish or school activities, ministries and upcoming events. Ask that your CCT be listed with the phone number and e-mail address of the team leader.

5. Parish/school e-mail blast: Many parishes and schools have a weekly e-mail blast that is sent on to all members. Inquire if CCT announcements can be part of the email blast and work with the coordinator of those emails to ensure that your information is disseminated in a timely way.

6. The Parish or School Newsletter is also an excellent communication vehicle. Find out about the deadlines for copy to be submitted and the length of articles. If you are unable to schedule a bulletin insert, perhaps submitting a newsletter article might be acceptable.

7. Pulpit Announcement: Request announcements by the pastor after communion. This demonstrates pastoral support for CCT programs. They must be brief (1-2 sentences) and cleared by the pastor or pastoral council.

8. Other Communication Vehicles:

- Postcard mailings and phone calls are good to reach older members of your community.
- Table after Mass with printed materials to reach folks that prefer a more face-to-face approach.
- Ask if your CCT could have space on a hallway or the vestibule bulletin board where you can post announcements and information about climate change and