

Spreading the Word at MQP

as of January 2018

Parish Wide

- **PARISH WEBSITE**

- The parish website is www.mqpwg.org
- **The website will serve as the main communications outlet for the parish.** All information should first be added to the website, and emails, bulletin, etc. should drive people back to the website. We want people to get used to looking at the website first for all information.
- Email your news & announcements to Chandra Tripp, ctripp@mqpwg.org . Keep in mind that Chandra does not work full time at MQP, so get info to her ASAP.
- **Parish organizations should review their website information annually & send the updates to Chandra.**

- **PARISH EMAIL LISTS**

- MQP has transitioned to an "all parish" email system (Flocknote) that allows email blasts to everyone, or select organizations such as Women's League, Men's Club, 50+, Young Families, etc.
- The Flocknote system will help eliminate duplicate emails to different organizations. **Any items of interest to the entire parish should go out on the "all parish" Flocknote, rather than several times to the different groups.**
- A big benefit is to have email lists that are consistent between the different organizations and are more easily maintained during leadership changes, as the group admin can easily be changed and the list stays consistent.
- Any emails added to the individual organization lists automatically are added to the "all parish" (everyone) list.
- To send posts, parish-wide - send to Donna Schnieders dschnieders@earthlink.net A weekly Flocknote goes out generally on Tuesdays, with 3-4 items of interest to the entire parish.
- Flocknotes to individual organization lists will be sent by the designated communications contact for each organization. Any questions on setting these up should be directed to Donna Schnieders.
- Parishioners requesting additional changes, additions or deletions are encouraged to handle their individual records by accessing Flocknote through the parish website (sheep logo) or new.flocknote.com

- **SUNDAY BULLETIN**

- Email exactly what you wish to be printed to the Parish Office at mqpparishoffice@mqpwg.org , generally by the deadline of Tuesday at noon (earlier on holiday weeks/weekends). Be sure to include your contact info (phone number and email address.)
- Keep in mind any holidays which may push deadline a bit. These deadlines are firm and cannot be tweaked. Heather will publish earlier deadlines in the bulletins and on the website.

- You may also stuff the bulletins yourself if there is an important flyer to be distributed at the Masses—which is uncommon but possible. Permission is necessary for this. Drop off the flyer at the rectory or email to the Parish Office to obtain permission with the anticipated distribution date.
- If permission to stuff bulletins is granted, make 600 copies (can make on copier at rectory if necessary, but much faster & easier to make on the copiers at school). Bulletins usually arrive at the rectory on Friday afternoon. Coordinate with the Parish Office beforehand to make sure someone is in the rectory to let you in. Good to have 2-3 people, allowing approximately an hour to complete the job.

- **PARISH FACEBOOK**

- For some events, a posting to the FB site would be appropriate. Contact Donna Schnieders dschnieders@earthlink.net or Chandra Tripp ctripp@mqpwwg.org if you'd like something posted.
- The current policy is that the Facebook page will NOT be used for fundraisers, but to communicate parish events, news about parishioners, school, etc.
- We try to limit to one post per day from MQP.
- All photos on the parish Facebook sites must have permission for sharing. Any children in school pictures must be checked against the school's list of "media-released" children.
- Include photos if possible and minimize wordiness. Please submit suggested wording when requesting posting. Edit postings for length (keep it short), grammar, spelling, etc.
- As much as possible, drive folks back to the website with a link to the relevant info for details (especially forms, sign ups, etc.).
- Keep info fresh & new; don't ask to re-run the same post, keep posting reminders, etc. so as not to risk "audience fatigue & irritation"
- **Additional web pages or Facebook pages using MQP or Mary Queen of Peace references should not be set up unless permission is obtained from the parish. Contact Chandra Tripp.**

- **MASS ANNOUNCEMENTS / AFTER MASS**

- Under some circumstances, announcements may be made at Masses. Contact Fr John regarding this. Rectory phone is 962-2311.
- If you would like to solicit sales / collections / signups after Masses, please obtain permission through the Parish Office. Care should be taken to not have too many different solicitations after Mass.

School Wide / PSR

- **MQP WEEKLY**

- Email your message to Janice Loeffelman jloeffelman@live.com Items are due by each Monday at noon for Tuesday publication.
- In general, try not to use Fast Direct for announcements for H&S - it should be reserved for school communications between school & parents - not parent to parent blasts.

- Please limit the Weekly emails to things of interest to MOST school parents. **In general, items which are of interest to the entire parish should be sent to Donna Schnieders for the “all parish” weekly Flocknote and not in the Weekly.** If you need specific lists of classes, or groups of parents, it might be appropriate to use FD, and should be sent through Annie Finke in the school office. Room parents have lists set up for their particular rooms, and are a good way to get the word out to a single grade.
- Each week, the MQP Weekly is sent to the PSR families also, after deleting items that apply only to the MQP full-time day school students.

- **PRINCIPAL FRIDAY NEWSLETTER**
 - If warranted, the principal can give your event a plug in the weekly note sent out on Fridays via Fast Direct.
 - Be sure to give plenty of notice and perhaps a written note or email as a reminder.

- **FRIDAY FOLDER**
 - Although the move is away from a lot of paper flyers, there are events warrant a flyer. You may also consider a half sheet flyer. Colors always catch the eye.
 - Steps to submit item for folder:
 1. Get approval from office to include your flyer. It MUST be date-stamped prior to making copies. Pick up the oldest/only stickers from school office while you're there.
 2. Make enough copies for Youngest/only on the copiers/Duplo in the Teachers' Lounge. Each class sticker has the # needed per grade on the sticker. (No copies between 11:00 and 1:00 due to teachers' lunch break.) Bright colored paper may be up in copy room or you may have to retrieve it from the main store room on the first floor (ask for help in the office if necessary).
 3. Copy and count copies according to homeroom. It's helpful to make copies according to the # needed for the homeroom, put the sticker on the top sheet for that homeroom, and place them vertical/diagonal to keep homerooms separate. Then move on to next homeroom. You won't have to count them out this way. (If you're in a rush and can't stay at school, make all your copies and count and separate at home.)
 4. Handouts must be turned in to the office by Tuesday at 2:00 p.m.

- **MORNING SHOW**
 - Many times, Mrs. Mertz will have the anchors of the Morning Show give your event a plug.
 - Make your request several days in advance giving her details of exactly what you want conveyed with all pertinent details.
 - This is especially effective when promoting kid friendly events, i.e. Papa John's night, Spring Festival, etc.

Questions or need assistance? Contact: Chandra Tripp at ctripp@mqpwg.org or Donna Schnieders at dschnieders@earthlink.net