

Catholics at the Capitol Parish Marketing & Registration Schedule

'Well done, good and faithful servant! You have been faithful with a few things; I will put you in charge of many things. Come and share your master's happiness!' -

Matthew 25:23

Thank you for your willingness to serve the Church as a parish contact. Catholics at the Capitol could not be a success without you!!

As a parish contact you are in charge of ensuring the following timeline and tasks are completed. If you, the parish contact, do not have direct control over parish communications (bulletin, website, social media etc.) you will need to ensure that the person(s) who control(s) parish communications is following through on these tasks.

Your point person for questions is your diocesan liaison.

Monday, October 8th – Public Promotions begin

- Visit the CatCap2019 resources page:
<https://catholicsatthecapitol.org/home/about/spreadtheword/>
- Download 11 x 17 poster to be posted around your parish this weekend
- Download the 8 ½ x 11 Bulletin Insert for inclusion in parish bulletins weekend of October 20-21
 - What steps do you need to take to make sure the 8 ½ x 11 flyer will be inserted in your parish bulletin the weekend of October 20-21?
- Download and/or share at least one social media post on your parish & personal social media account(s)
- Use **#CatCap2019** in all your social media posts and encourage others to do the same

Wednesday, October 10th – Ensuring your parish communications staff has what they need

- Do the right people at your parish have access to the 11 x 17 poster so it can be printed and posted by this weekend?
- Do the right people at your parish have access to the 8 ½ x 11 flyer so it can be included the weekend of October 20-21?
- Promote Catholics At the Capitol in your parish's e-newsletter, website, social media, and any other digital platforms. Include this link to the registration page:
<https://catholicsatthecapitol.org/register/>
- Use **#CatCap2019** in all your social media posts and encourage others to do the same

Weekend of October 13-14

- Post 11 x 17 poster around parish before Saturday evening Mass
- Follow up with your parish communications/bulletin staff and parish priest(s) to ensure the 8 ½ x 11 flyer will be included in the parish bulletin next weekend.
- Ask your priest to make an announcement following each Mass next weekend about Catholics At The Capitol, or see if your priest will let you make the announcement

Monday, October 15th

- Share a registration link for Catholics at the Capitol through all parish digital platforms
- Visit the [CatCap2019 resources page](#) and download the pulpit announcement #1 script
- Are all the pieces in place for the 8 ½ x 11 flyer to be inserted in parish bulletins this weekend?
 - Flyers are printed?
 - Someone is assigned to stuff flyers in bulletins before Saturday evening Mass

Wednesday, October 17th

- Share the Catholics At The Capitol Facebook event through parish social media & invite parishioners to the Facebook event
- Confirm with parish pastor that he or a fellow parishioner will make an announcement about Catholics at the Capitol this weekend

Weekend of October 20-21

- 8 ½ x 11 flyer to be distributed as an insert in the parish bulletin
- Announcement about Catholics at the Capitol after each Mass

Monday, October 22nd

- Include a registration reminder in parish emails, social media, or other digital platforms

Wednesday, October 24th

- Download Bulletin Blurb #1 from [CatCap2019 resources page](#) for use in the bulletin the weekend of November 3-4
- Ensure 11 x 17 poster is posted at parish (this should have been done for last weekend, but if it has taken another week please ensure that the posters are up by this weekend)
- Download a registration reminder from the [CatCap2019 resources page](#) and share it on parish social media platform(s)
- Use #CatCap2019 in all your social media posts
- Ensure the parish bulletin editor has bulletin blurb #1 to include the weekend of November 3-4

Weekend of October 27-28

- Look for email detailing how your parish can participate in our promotional video campaign to show your excitement for Catholics and the Capitol and thereby get the word out about your own parish as well!

Monday, October 29th

- Share a social media post on parish platform
- Confirm with your bulletin editor that bulletin blurb # 1 will be included this weekend
- Follow points in video campaign email to begin recruiting parishioners
- Keep an eye on the [CatCap2019 resources page](#) for graphics to download and share during our **10-DAY COUNTDOWN to the reveal of our V.I.P. speaker** November 3-12 with the reveal on Tuesday, November 13th.

Wednesday, October 31st

- Ensure bulletin blurb #1 will be in this weekend's bulletin
- Make sure your social media team/communications personnel are aware of the **10-day countdown** and will download and schedule/or share posts beginning on Saturday, November 3rd-Monday, November 12th.
- Continue promoting & recruiting registrants to record a promotional video to share with MCC on social media or to email to kcross@mncatholic.org
- Look for email with details on how to run registration weekends at your parish
 - This will contain a registration weekend checklist that you can refer back to for planning
- Download bulletin blurb #2 from [CatCap2019 resources page](#) to run Nov. 10-11
- Promote Catholics at the Capitol registration on the parish website, newsletter, texts, social media and any other digital platforms

Weekend of November 3-4

- **COUNTDOWN TO V.I.P. Reveal begins on Saturday, November 3rd – download and/or share posts on social media today and tomorrow**
- Bulletin blurb #1 runs in bulletin
- Speak with your parish priest about holding two registration weekends after Masses on November 24-25 and December 1-2.

Monday, November 5th

- Post Countdown to VIP reveal each day now through next Monday
- Ensure bulletin editor has bulletin blurb #2 for weekend of Nov. 10-11
- Follow up with registration weekend checklist
- Share a social media post about Catholics at the Capitol, can be shared from @MNCatholic on Facebook or download a shareable post from the [CatCap2019 resources page](#)

- Share promotional video message from parish registrants. Tag @MNCatholic on Facebook and @MNCatholicConference on Twitter and use #CatCap2019, or email it to kcross@mncatholic.org

Wednesday, November 7th

- Download and/or share social media countdown graphics
- Ensure bulletin blurb #2 will be in this weekend's bulletin
- Download bulletin blurb 3# from [CatCap2019 resources page](#) the weekend of Nov. 17-18
- Send out a social media promotion for Catholics at the Capitol registration
- Continue gathering/promoting participation in video campaign

Weekend of November 10-11

- Bulletin blurb #2 will run this weekend
- Follow up with your priest about registration weekends on Nov. 24-25 and Dec. 1-2
- Recruit registrants to record a brief video after Mass to show their excitement for Catholics at the Capitol

Monday, November 12th

- Share your promotional video with MCC by tagging us on Facebook or Twitter and using #CatCap2019 or email it to kcross@mncatholic.org
- Ensure bulletin editor has bulletin blurb #3 to run weekend of Nov. 17-18
 - *****BE AWARE OF EARLY BULLETIN PRINTING DEADLINES AROUND THANKSGIVING*****
- Follow up with registration weekend checklist
- Share a social media post from @MNCatholic on Facebook or @MNCatholicConf on Twitter and/or download a shareable post from the [CatCap2019 resources page](#)

TUESDAY, NOVEMBER 13TH – V.I.P. REVEAL

- **We will be unveiling our V.I.P. speaker today!**
- Visit the [CatCap2019 resources page](#) to download a new 11x17 poster & 8 ½ x 11 flyers with the newly unveiled speaker
- **Share, share, share the news about the newly unveiled V.I.P. speaker. Remind all your parishioners to register before space is filled!**

Wednesday, November 14th

- Print the **new** 8 ½ x 11 flyers to be inserted in bulletins the weekend of November 24-25
- Ensure Bulletin Blurb #3 will run in this weekend's bulletin
- Download pulpit announcement #2 from [CatCap2019 resources page](#)
- Remind parishioners to register for Catholics at the Capitol through parish digital platforms (website, social, e-newsletter, text etc.)
- Print and post 11x17 posters around parish before Saturday evening Mass
- Print extra posters and flyers for parishioners to take and share in the coming weeks

Weekend of November 17-18

- Ensure **new** 11 x 17 posters are posted around parish
- Bulletin blurb #3 runs in bulletin this weekend
- Have your priest or another make an announcement regarding next weekend's registration (Pulpit announcement #2)
- Check in with parish priest and anyone who will be assisting with weekend registrations to ensure all the pieces are in place. Use the checklist provided in the "How to run a registration weekend" email

Monday, November 19th – be aware of your parish's office hours surrounding Thanksgiving to give staff plenty of notice

- If office will be closed following Thanksgiving or communications staff will be gone, please **schedule a registration reminder** to be sent across social media and/or other digital platforms for Friday, November 23rd.
- Ensure **new** 8 ½ x 11 flyers will be inserted in this weekend's bulletins
- Download bulletin reminder for 2nd registration weekend
 - *****BE AWARE OF EARLY BULLETIN PRINTING DEADLINES AROUND THANKSGIVING*****
- Promote your registration weekend on parish social media. Tag @MNCatholic (Facebook) and @MNCatholicConf (Twitter) and we will share your parish registration weekend reminder.
 - Make sure to use #CatCap2019 in all social media posts

Wednesday, November 21st

- Do you have the pieces in place to ensure the flyers will be inserted in this weekend's bulletins?
- Promote your registration weekend on parish website, e-newsletter, and social media. Tag @MNCatholic (Facebook) and @MNCatholicConf (Twitter) and we will share your parish registration weekend reminder.
 - Make sure to use #CatCap2019 in all social media posts

Weekend of November 24-25

- Ensure 8 ½ x 11 flyers are inserted in parish bulletins this weekend
- Send a text and/or email reminder to parishioners about registration after each weekend Mass.
- Run registration after each Mass

Monday, November 26th

- Ensure bulletin editor has reminder for second registration weekend for this weekend's bulletin
- Promote your 2nd registration weekend on parish website, e-newsletter, and social media. Tag @MNCatholic (Facebook) and @MNCatholicConf (Twitter) and we will share your parish registration weekend reminder.
 - Make sure to use #CatCap2019 in all social media posts
- Continue to get parishioners, staff, ministry leaders, parish priest(s), and any registrants to record videos to share with MCC on Facebook and Twitter or email it to kcross@mncatholic.org

Wednesday, November 28th

- Ensure reminder of 2nd registration weekend runs in upcoming bulletin
- Promote your 2nd registration weekend on parish website, e-newsletter, and social media. Tag @MNCatholic (Facebook) and @MNCatholicConf (Twitter) and we will share your parish registration weekend reminder.
 - Make sure to use #CatCap2019 in all social media posts
- Continue to promote promotional video campaign

Weekend of December 1-2

- Send a text and/or email reminder to parishioners about registration after each weekend Mass.
- Run registration after each Mass
- Recruit any new registrants to record a quick promo video to share their excitement with MCC

Monday, December 3rd

- Download bishop's video message from the [CatCap2019 resources page](#)
 - To be played at Masses weekend of Dec. 15-16
- Print more copies of 8 ½ x 11 flyer 11 x 17 poster for parishioners to take and share around town, work, organizations etc.
- Share a post on parish social media promoting registration and including the unveiled V.I.P. speaker. Use #CatCap2019 in your posts.
- Send an announcement through parish digital platforms (website, newsletter, text, etc.) about the unveiled V.I.P. speaker and encouraging registrations

Wednesday, December 5th

- Ensure extra posters with V.I.P. speaker are available for parishioners to take and share this weekend
- Share the Catholics at the Capitol Facebook event page through your parish social media & invite parishioner to register
- Confirm with your parish priest that the Bishop's message can be played after Mass the weekend of December 15-16

Weekend of December 8-9

- Make announcement after each Mass reminding parishioners to register and grab a poster for sharing.
- Follow up with parish priest and any technology personnel about logistics for playing the bishop's video message after Mass next weekend.

Monday, December 10th

- Confirm with parish technology personnel that they have everything they need to play the bishops message this coming weekend
- Send a reminder to all parishioners via digital platforms (newsletter, text, social media, website) to register before spots fill up
- Download bulletin blurb #4 for use in bulletins the weekend of December 22-23
 - *****BE AWARE OF EARLY BULLETIN PRINTING DEADLINES AROUND CHRISTMAS & NEW YEAR*****

Wednesday, December 12th

- Ensure that whoever will be running the bishops video this weekend knows exactly how to operate the video and sound equipment
- Continue recruiting registrants to record video messages to show their excitement about Catholics at the Capitol. Try to organize as many as possible to record one large group message this weekend after Mass.
- Ensure that someone will be stuffing bulletins with the 8 ½ x 11 flyer before the Saturday evening Mass
- Ensure bulletin editor has bulletin blurb #4 for use in bulletin the weekend of December 22-23
- Download and share a social media post from the [CatCap2019 resources page](#). Make sure to use #CatCap2019 in your posts.

Weekend of December 15-16

- Play bishop's video message after each Mass
- Gather all parish registrants to create one big group message showing your parish's excitement about Catholics at the Capitol. BE CREATIVE!!!
 - Share it with MCC on social media or email it to kcross@mncatholic.org

Monday, December 17th

- Confirm with bulletin editor that bulletin blurb #4 will run in this weekend's bulletin
- Download bulletin blurb #5 & send to bulletin editor for use the weekend of December 29-30
 - *****BE AWARE OF EARLY BULLETIN PRINTING DEADLINES AROUND CHRISTMAS & NEW YEAR*****
- Download bulletin blurb #6 & send to bulletin editor for use the weekend of January 5-6
 - *****BE AWARE OF EARLY BULLETIN PRINTING DEADLINES AROUND CHRISTMAS & NEW YEAR*****
- Send registration reminder to parishioners via parish digital platforms

Wednesday, December 19th – Be aware of your parish office hours in the coming days to give your communications staff plenty of heads up on various tasks/reminders

- Remind parish social media admin to schedule a post about CatCap for next week since offices will likely be closed

- Ensure bulletin blurb #4 will be in this weekend's bulletin
- Share across all parish digital platforms a Catholics at the Capitol video from the [CatCap2019 resources page](#)

Weekend of December 22-23

- Bulletin blurb #4 runs this weekend

Monday, December 24

- Ensure bulletin blurb #5 will run in this weekend's bulletin
- Share the Catholics at the Capitol Facebook event to promote parishioner registration

Wednesday, December 26th

- Share a social media post from the [CatCap2019 resources page](#)
- Confirm the bulletin editor has bulletin blurb #6 for use the weekend of January 5-6

Weekend of December 29-30

- Bulletin blurb #5 runs this weekend

Monday, December 31st

- Follow up with bulletin editor if necessary to ensure bulletin blurb #6 will run this weekend
- Download pulpit announcement from the [CatCap2019 resources page](#) for use this weekend
- Share social media posts from @MNCatholic on Facebook and @MNCatholicConf on Twitter

Wednesday, January 2nd

- Look for email with registration weekend checklist/how-to reminders
- Download bulletin reminder for registration weekend #3 & send to bulletin editor for use weekend of January 12-13
- Ensure the pulpit announcement will be included this coming weekend reminder people of the next registration weekends Jan. 12-13 & 19-20
- Send a Catholics at the Capitol registration reminder to parishioner across any parish digital platforms (text, email, website, social media)

Weekend of January 5-6

- Bulletin blurb #6 runs this weekend
- Make pulpit announcement regarding registration weekend #3 happening next weekend

Monday, January 7th

- Make sure bulletin editor will include the reminder of registration weekend #3 this weekend
- Ensure there are people in place to run registration after each Mass this coming weekend

- Download and share a social media post from the [CatCap2019 resources page](#)

Wednesday, January 9th

- Download Registration weekend #4 reminder & send to bulletin editor for the weekend of January 19-20
- Promote registration weekend #3 through parish digital platforms
- Follow up with registration weekend checklist

Weekend of January 12-13

- Registration Weekend #3
- Continue to recruit new registrants to record a promotional video showing their excitement for Catholics at the Capitol

Monday, January 14th

- Ensure bulletin editor will include registration weekend #4 reminder in bulletin
- Ensure you have volunteers to run registration following each weekend Mass
- Include registration reminder to parishioners across all parish digital platforms. Include direct link to CatholicsAtTheCapitol.org/register
- Download pulpit announcement for this weekend

Wednesday, January 16th

- Promote your registration weekend on all digital platforms (text, website, social, email) using Bishop's video message. **Stress that this will be the last weekend to register in person through your parish.**
- Follow Registration weekend checklist

Weekend of January 19-20 – One Month to Go Until Catholics At The Capitol

- Pulpit announcement about final chance to register **in person**
- Run final parish registration weekend after each Mass

Monday, January 21st

- Download next pulpit announcement
- Download bulletin insert for final registration & ensure they will be inserted into bulletins the weekend of February 2-3
- Send follow up registration reminder across all digital platforms. Emphasize that registration closes in less than two weeks on Sunday, February 3rd.

Wednesday, January 23rd – REGISTRATION CLOSES IN 10 DAYS

- Begin 10 Day Countdown to final online registration opportunity.
 - Download shareable social media posts from [CatCap2019 resources page](#)
- Share the Catholics at the Capitol Facebook event across all parish social media platforms.

Weekend of January 26-27

- Include pulpit announcement. Emphasize that this is the **final full week to register!**

Monday, January 28th

- Share the bishop's video message across all parish digital platforms
- Continue to post registration countdown on parish social media. Shareable countdown materials can be downloaded from the [CatCap2019 resources page](#)
- Share Catholics at the Capitol registration reminders across all parish social media platforms. Emphasize that registration closes end of day on Sunday!
- Download pulpit announcement to be read after each Mass this weekend

Wednesday, January 30th

- Send out a final registration reminder to parishioners across all digital platforms (email, text, newsletter, social etc.)
- Ensure final bulletin insert will be printed, and stuffed into bulletins in time for Saturday evening Mass.

Weekend of February 2-3

- Ensure final pulpit announcement is made after each Mass. Emphasize that there is **no time to delay; registration closes Sunday night at 11:59 PM.**

Monday, February 4th

- **Breath 😊 “Well done, good and faithful servant!”**
- Check in with your diocesan liaison to tie up any loose ends or to see how else you can be of assistance before the 19th and/or on the 19th.