



ARCHDIOCESE
of DUBUQUE

Parish Vitality Goal Planning Sheet
2023-2024

Parish Name: St LaSalle Pastorate

City: Holy Cross

Goal #: 1

Category of Goal: (select the primary area(s) of emphasis)

Holy Mass

Other Sacramental & Liturgical Experiences

Faith Formation

Service to Others

Sense of Belonging

Stewardship

Vocations

Financial Stability & Parish Operations

Pastoral Planning

Leadership Development

Communications/Marketing

Other (please describe): _____

Vitality Goal: (effective goals are specific, measurable, actionable, relevant, and timely)

Establish regular pastorate communications using multiple platforms to get more people informed and engaged.

Rationale: (describe why goal was selected, including any data to support need for goal)

We believe that improving pastorate communication will improve parishioner participation.

Type of Effort: (select all that apply)

Building on past/current efforts

New initiative or effort

In collaboration with our cluster/linkage

In partnership with: _____

Key Action Steps (list 4-8 key action steps to reach outcome)

Action Step	Timeline	Committee or Person(s) Responsible
1) Recruit a qualified individual that has a marketing skillset to lead and manage the pastorate communications.	08/01/2023-10/01/2023	Pastorate Council Communication Team Members
2) Assemble a communication team to assist with the setup process.	10/01/2023-11/01/2023	Communication Team leader and Pastorate Council
3) Explore and select which methods and platforms will be used to send communications to the parishioners.	10/01/2023-12/01/2023	Communication Team
4) Start signing parishioners up on the platform.	12/01/2023-12/15/2023	Communication Team
5) Trial Run Communication: Christmas Mass Schedule	12/25/2023	Communication Team
6) Market the new tool with flyers to hand out to Christmas mass attendees.	12/25/2023	Communication Team
7) Choose what content to communicate and how regularly to send communications.	12/01/2023	Communication Team
8) Gather feedback from parishioners about the pastorate communications and how they can be improved.	07/01/2024	Communication Team

Point Person(s) for this Goal: (include name, position, email address, & phone number)

Priest- Fr Tyler 563-870-4041 t.raymond@dbqarch.org;

Pastorate Council Chair- Jeff Francois/Pastorate Council- Scott Brehm

Communication of Goal & Progress: (describe how you will engage parishioners in these efforts, including the specific web address and/or other means of how the goal and periodic progress will be reported)- **Pastorate website, bulletin, and Facebook page, and new communication platform**