The Catholic Archdiocese of Edmonton

Pastoral Priorities

Parish Plan Launch

be it done

Parish Launch Objectives

- Inform your parishioners about the Pastoral Priorities.
- Build enthusiasm for your parish plans.

Eucharistic worship

service to Marriage & Family

Confident witness

PASTORAL PRIORITIES: LAUNCH SCHEDULE

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PARISH LAUNCH

- September 14/15

PAO LAUNCH

- September 17
- Internal staff launch

THE ARCHBISHOP'S DINNER

- Save the date: October 4, Friday
- Opportunity to gather with the rest of the community and hear from the Archbishop about the pastoral priorities
- Pastoral letter

Launching Your Parish Plan: The 4Ws

The 4Ws

WHO	WHAT	WHERE	WHEN
• Identify who should be at the launch. • Also determine your target number of attendees.	• Identify what type of launch it will be.	• Determine where you want your launch to be.	• Launch dates for the entire diocese are September 14 and 15. • Identify the exact date and time when you'd like to have this launch.

MATERIALS FROM TOOLKIT	What materials from the toolkit will you be needing for your launch?

Example: Parish A

WHO	WHAT	WHERE	WHEN
Mass-goers	Mass	Church	Regular Mass times – September 14 and 15

MATERIALS FROM TOOLKIT	
	• Poster – for social media posts announcing the launch; to be printed and displayed on parish bulletin board • Postcards – to be distributed to parishioners as bulletin inserts • Prayers of the Faithful • Post the pastoral priorities on parish website • Archbishop's video message

Example: Parish B

WHO	WHAT	WHERE	WHEN
Mass-goers	Mass and Pancake Breakfast	Church and Assembly Hall	Regular Mass times – September 14 and 15 Pancake Breakfast after 10am Mass of September 15

MATERIALS FROM TOOLKIT	
	• Poster – to be displayed on parish bulletin board; to be printed as banner for Pancake Breakfast • Postcards – to be distributed to parishioners • Prayers of the Faithful • Powerpoint template to present the parish plan during the Pancake Breakfast • Archbishop's video message

Parish Name: _____

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WHO	WHAT	WHERE	WHEN

MATERIALS FROM TOOLKIT	
HOW ELSE CAN THE PAO SUPPORT YOU? (MATERIALS NOT IN TOOLKIT)	