



Marketing the nwpaFaith app (PocketPlatform)



Launching the App

How are you launching?

A **Digital Rollout** would involve promoting the app only through your bulletin or social media and email. Ideas for getting the message out electronically can be found under the green heading.

Launching in person may take the form of an after-mass event.

1. Send a "Coming Soon" email or put "Coming Soon" messages in your Bulletin, Social Media and Mass Announcements.
2. Schedule an event staffed by volunteers to assist the non-techies in downloading the app or give them an "App Connection Card" for the DIYers. Check out the green heading below for ideas on how to promote your live event.
3. Call the event something catchy like **nwpaFaith App Day** or **nwpaFaith Connect Sunday** or **nwpaFaith Tech Help Day**.
4. Consider having volunteers all wear the same t-shirt. Craft stores like Michaels and Hobby Lobby have t-shirts in the \$3 range. Someone with a Cricut could add the nwpaFaith logo to the t-shirts. (Contact Kathy for a cricut-friendly logo.)

Here are the apparel ideas for nwpaFaith app volunteer t-shirts:

1. **"Faith in My Pocket"** with the nwpaFaith logo.
2. **"Faith App-ened Here"** with a playful design and the nwpaFaith logo.
3. **"Connected by Faith"** featuring a smartphone graphic and the nwpaFaith logo.
4. **"Tap into Faith"** with a finger tapping a phone screen and the nwpaFaith logo.
5. **"Faith at Your Fingertips"** with a hand holding a phone and the nwpaFaith logo.
6. **"Download Faith"** with a download icon and the nwpaFaith logo.
7. **"Faith Goes Digital"** with a digital cross and the nwpaFaith logo.
8. **"Pray, Connect, Grow"** with icons representing each action and the nwpaFaith logo.
9. **"Faithful Connections"** with a network graphic and the nwpaFaith logo.
10. **"Stay Connected in Faith"** with a Wi-Fi symbol and the nwpaFaith logo.

Getting the word out about the initial launch

1. **Announcement During Mass:** Use announcements during Mass to inform parishioners about the convenience of accessing their tax statements via the app. Encourage them to download **nwpaFaith** for easy access to their contribution records.
2. **Bulletin and Newsletter:** Include a dedicated section in your parish bulletin or newsletter highlighting the app's tax statement feature. Explain how it simplifies the process and saves time for parishioners.
3. **Customized Email Campaign:** Send personalized emails to parishioners, emphasizing the benefits of using the app for tax statements. Provide step-by-step instructions on accessing and downloading their statements.
4. **Personal Invitations:** - Encourage parishioners to invite friends and family to download the app. Word-of-mouth recommendations can be powerful.
5. **Group Leaders:** The app makes group communication and participation better. Enlist your group leaders to get the word out.
6. **Interactive Challenges:** - Host a "**nwpaFaith** Scavenger Hunt" within the app. Participants can explore features and earn points or rewards.
7. **Exclusive Content:** - Offer content exclusively through the app, such as daily devotionals, behind-the-scenes videos, or special announcements¹

8. **Push Notifications:** - Use timely notifications for upcoming events, prayer requests, or urgent messages.
9. **Testimonials:** - Share stories of how **nwpaFatih** has impacted other parishioners' lives. Authentic testimonials resonate.
10. **In-Service Promotion:** - During church services, highlight the app's benefits and encourage downloads

Promotional message – audience Rel. Ed. Leaders

Are you tired of complicated event management tools? Look no further! **nwpaFatih** is like your friendly event organizer. It's designed for everyone, even if you're not a tech wizard. Here's why you'll love it:

1. **Easy Setup:** No coding required! Just sign up, and you're ready to create events.
2. **Customization:** Customize event details, ticket types, and registration forms effortlessly.
3. **Engagement:** Keep attendees engaged with notifications, reminders, and interactive features.
4. **User-Friendly:** Navigate like a pro, even if you're not tech-savvy.

Ready to simplify event planning? Try **nwpaFatih** today! 🎉"

In Christ,

[Your Name]

After the Launch: Consistently promote your app to keep current users engaged and attract new downloads from those who missed the initial launch or are new to the parish. Ensure that everyone visiting your parish knows how to download the app and understands the valuable resources and easy connectivity it offers. Additionally, maintain an active and regular posting schedule to keep the app updated. Your app's communication should mirror the vibrant life of your parish.

- **Post messages to your app:** You should be posting messages each week. Add events to your app. Ask Ministry/Group leaders to communicate through Group Connect.
- **Mass announcements:** Once a month, give a shout-out to those who haven't yet downloaded the app, encouraging them to do so. (New phones are being activated all the time!)
- **Bulletin and Social Media:** Consider writing about a different feature of the app each month. Don't forget to include a QR code or link to download the app (Available on the Launch Kit from the Diocese.)
- Consider giving Ushers "App Connection Cards" - cards that describe the app and how to get it.
- **Group Leaders:** The app makes group communication and participation better. Enlist your group leaders to get the word out.
- **Website:** Don't forget to prominently feature a "Download our app" in a banner or on the Contact Us page. Groups should also have the app logo and an invitation to download since the app is integral to group communication.

- **Promotion at parish picnic**

1. **Welcome Center Booth:** - Set up a dedicated "Welcome Center" booth where attendees can learn about the app. Friendly greeters can share its benefits, demonstrate features, and answer questions.
2. **Interactive Crafts:** - Include an interactive craft station for all ages. Participants can create something related to the app (e.g., bookmarks with app download instructions) while engaging in conversation.
3. **Old-Fashioned Games:** - Organize traditional games like sack races, three-legged races, or tug-of-war. Use these moments to casually mention the app and its features.
4. **Photo Booth Fun:** - Set up a photo booth with props. Encourage attendees to take pictures and share them on social media, mentioning **nwpaFatih**.

- **Seasonal tie-ins to nwpaFatih.**

1. **New Year, New Habits:** - January is a time for resolutions. Encourage app usage by emphasizing its benefits for spiritual growth and parish engagement. Remember, consistent communication keeps parishioners informed and engaged with minimal effort from staff.
2. **Lenten Lifelines:** - During Lent, share messages that guide parishioners through fasting, prayer, and almsgiving. Remind them of the app's features for spiritual growth.
3. **Easter Joy:** - Celebrate the resurrection! Send messages about post-Easter events, reflections, and ways to stay connected using **nwpaFatih**.
4. **Picnic Promotion:** Since you're having a parish picnic, set up an information booth specifically for **nwpaFatih**. Share its features, including tax statements, and encourage attendees to download the app right there. Include App Connection Cards for people who want to download later.
5. **Advent Anticipation:** - In Advent, focus on hope, preparation, and waiting. Use the app to share daily reflections, Advent calendars, and event updates.
6. **Christmas Blessings:** - Wish parishioners a blessed Christmas! Highlight special Masses, volunteer opportunities, and community outreach via the app.

- **Bookmark or refrigerator magnets to promote nwpaFatih.**

1. **nwpaFatih** app icon or logo

2. **Graphics**

- a. Graphics related to peace, community, or technology.
- b. Design the bookmark to resemble a stained glass window
- c. image of a praying hands or a peaceful landscape.

3. **Add tag lines**

- a. Stay Connected with Our Lady of Peace,
- b. Explore Our Community App,
- c. Download Now!"

4. **QR code on the bookmark** that leads directly to the app's download page.
5. **church's contact details** (website, phone number, or email) for inquiries

Sample email to promote nwpaFatih at Christmas

Dear Parish Family,

As we celebrate the birth of our Savior, we invite you to experience the gift of community and connection through **nwpaFatih**. This app is more than just technology; it's a bridge that brings us closer together.

Features Await You

- Daily Devotions: Start each day with inspiration and reflection.
- Event Updates: Stay informed about parish activities, Mass schedules, and special events.
- Prayer Requests: Share your intentions and pray for others.
- Community Engagement: Connect with fellow parishioners and build meaningful relationships.

How to Get Started

1. Visit the App Store or Google Play Store.
2. Search for "**nwpaFatih**."
3. Download and open the app.
4. Select our parish and explore the rich content waiting for you.

Let's make this Christmas season even more special by staying connected. Together, we'll grow in faith, love, and fellowship.

Wishing you a blessed and joyful Christmas!

In Christ,

[Your Name]