



## Messages for the nwpaFaith app (PocketPlatform)



**Commit to posting at minimum 1-2 messages per week in your nwpaFaith parish app.** Regularly posting messages helps keep parishioners informed, engaged, and connected to the parish community, offering a convenient way to share news, events, and important information. A parish app with regular updates ensures parishioners stay informed about Mass schedules, events, announcements, and other important news.

### Important Considerations:

- **Frequency:** Be mindful of not bombarding users with too many messages. If you have a lot of information to share, you could consider consolidating it into fewer, more comprehensive messages. You know your parish. Three messages a week structured like this could be a good middle ground. It allows you to keep your parishioners informed and engaged without overwhelming them.
  1. **Early in the week:** Share an inspirational message or reflection.
  2. **Midweek:** Provide updates or reminders about upcoming events.
  3. **End of the week:** Offer a summary of the week's activities or a preview of what's coming.
- **Relevance:** Tailor messages to the individual's needs and interests. See notes about Ministry Platforms **Audiences** feature found below.
- **Accessibility:** Ensure messages are clear, concise, and easy to understand.
- **Visual Appeal:** Utilize images and icons to enhance engagement

**Seek messages from volunteers and group leaders in your parish:** You are not alone in the parish. Consider yourself the librarian. These prompts will help volunteers or staff come up with engaging content while taking the weight from your shoulders:

- - What does this week's Gospel reading mean to you personally?
- - Share a story of how faith has impacted your life.
- - Describe a moment when you felt God's presence in your daily life.
- - What is one small way parishioners can live out their faith this week?
- - Write a prayer for the parish community.

**Audiences:** Ministry Platform's Audiences feature allows you to create lists of Contacts based on certain criteria, then use these to direct app messages. How is this different from a View? With Audiences, you can go a step further, pulling together a more complex list than what standard views allow. **Learn about Audiences here:** <https://www.eriercd.org/mpt2.html#audiences>

- For example, let's say you need to communicate with your youth group and also their group leaders and parents. You can create an Audience and send one message to all of them!
- Other examples include lists of people who participate in Groups, those on a ministry team, those who have completed a milestone, men over the age of 18, parents and chaperones for an upcoming youth group trip; women interested in an upcoming Women's Retreat announcement and more! There are so many possibilities that you can build based on your needs.

# Writing prompts

## **Mass and Liturgy:**

- Don't miss today's readings from the Gospel of [Book]!
- Reminder: Mass at [time] in the [Church name] chapel.
- Join us for a special [Holy Day] Mass this [day].
- Access the weekly bulletin with readings and announcements.

## **Prayer and Reflection:**

- Daily prayer intention: Pray for [specific need]. Encourage parishioners to submit prayer intentions and share a weekly prayer for the community.
- Reflect on today's Gospel passage: [Quote]. Share a short reflection or scripture passage relevant to the liturgical calendar. For example, during Lent, you could post daily reflections or prayers.
- Start your day with a short morning prayer.
- Access guided meditations and rosary prayers.
- Inspirational quotes: Post uplifting quotes from saints, theologians, or scripture to inspire.
- Faith Challenges: Create weekly challenges, like Pray the Rosary every day this week or Perform one act of kindness.
- Seasonal Themes: Tailor messages to the season, such as Advent reflections, Easter greetings, or summer service opportunities.

## **Community Engagement:**

- Sign up to volunteer for [ministry name].
- Upcoming parish event: [Event name] on [Date].  
Share a short reflection or scripture passage relevant to the liturgical calendar. For example, during Lent, you could post daily reflections or prayers.
- Welcome new members to our community!
- Share your prayer requests with the parish.
- Volunteer Spotlights: Feature a volunteer or staff member to celebrate their contributions and inspire others to get involved.

## **Faith Formation:**

- Read the latest article on [Catholic topic].
- Join our online Bible study group.
- Explore the teachings of [Saint's name].
- Access Catholic teachings on [relevant topic].

## **Giving and Support:**

- Make a donation to support our parish ministries.
- Thank you for your generous giving!
- Learn about different ways to contribute to our community.

## **Personalized Messages:**

- Welcome back, [Name]! We're glad to have you with us.
- Happy Birthday, [Name]! May God bless you with joy and peace.
- Reminder to register for [event] that you expressed interest in.