

## Local Relationships – Community Engagement / 2024 EWTN Catholic Radio Conference

Window stickers, yard signs, billboards, parish bulletin ad, Weekly e-Newsletter (opt-in) Website changed daily, social media accounts with regular updates.

Form a partnership with Parishes, Schools, Apostolates and Ministries and make personal visits to priests, deaneries, principals, presidents, communications directors, campus ministry and Exec. Director

Recruit Volunteers continually – have written job descriptions. What do you need done? Recruit at every place you appear and during membership drives. Sign-up/apply online.

Have your morning show broadcast from a Catholic High School monthly - featuring students, teachers, principals, priests, band members, choirs, student athletes. Why go to this school?

Create an online Community Calendar and get people to use it! Be THE calendar for Catholic Events. Pro-life events, Festival Finder, Fish Fry Finder

Offer special rates for underwriting of Catholic Non-profit events.

Have a presence where the Catholic are. Be at events: festivals, fish fry's, football games, speaker events (be the Media sponsor). Make use of logo'd vehicles, trailers, tents, table clothes, banners. Staff with volunteers. Collect names through a drawing. Make use of trade and or purchase "Prayer Aids" and logo'd items for drawings.

Attend Parades and pull a trailer with your station colors. Hand out prayer cards. Be at Fairs. Run a "Sticker Stop" and hand out bumper/window stickers.

Make friends with the diocesan newspaper. Promote their upcoming stories on-air in exchange for ads and coverage in the paper.

Run an online contest called "Superstar Catholic Schools" and collect information from the voters. Grade School and High School. The most votes in various size school categories win prizes! Begin to target e-mail the voters.

Run an art contest for Grade School and High Schools. Art can go on Holy Cards, Calendars, two-pocket folders. We produce 75,000 Holy Cards and distribute to 138 Catholic Grade schools in listening area.

Recruit Rosary makers and give them out at event your station attends. We place in baggies with our rosary schedule, How to Pray the Rosary and other prayer cards.

Place a kiosk in every Catholic Church in your listening Area with your program guide (not a grid). Ask if the parish will have a 5'x2' banner co-branded with your station and the parish.

Ask volunteers to distribute "Tune-in cards" and be an evangelist. Cards have featured programs/times.

Create a Speakers series and rotate to various parishes. Great way to collect names/info. Many Catholic Answers speakers available for just \$1500 plus travel. Charge \$5 for evening event. Need 400 to attend to break even. Get sponsors and feature in a handout. Place banners and bulletin announcements as well as on-air. Partner with various groups and be the "Media Sponsor".

Look into making displays. Spirit Catholic Radio has six different displays – Shroud of Turin, Eucharistic Miracles, Appeals of our Lady. Free for parishes/ schools to use. Great ambassador for station. Provide free handout and place small donation box. Pays for itself and can also collect names through Drawing.

Set up Outreach committee from various parishes and apostolates to ask for assistance with placing materials or being at events. Provide them with t-shirts (free). Be the eyes and ears at a parish.

Set up a prayer apostolate and send monthly prayer requests.

Set up Facebook and ask how we can pray for them. They enter prayer requests online.

Run a coat/hat/gloves drive (local SVdP or Catholic Charities), or diaper drive for Pro-life Center, Fan Drive in Summer months. Partner with Knights of Columbus, Catholic Daughters, Legion of Mary.

Create welcome bags for RCIA/ OCIA candidates welcoming them to the Church and invite to listen to the station.

Start a lending library and invite people to the station.

Bring Fr. Carlos Martins to your diocese with his “Treasures of the Church” relic Exposition. He will do up to 14 nights at 14 locations.

Ask to give pulpit talks at parishes after communion. Talk about the apostolate and do not ask for money.

Always look for ways to partner with Catholic organizations that already have a constituency.