

FREE WEBINAR

5 Essential Communications Strategies to

Fill Your RCIA Classes

Gl*riam*
MARKETING



DO NOT BE AFRAID.

This is what you were called to do.





Your RCIA ad is not going to convert someone...

but it may keep someone from converting

LET'S START WITH *the problem*

- 1 Outdated/unclear design
- 2 Insider language
- 3 All "what" and no "why"
- 4 "Comfortable" outreach/placement



**Rite of Christian Initiation
for Adults**



The Goal

No one shows up to the first day of RCIA without a previous interaction.



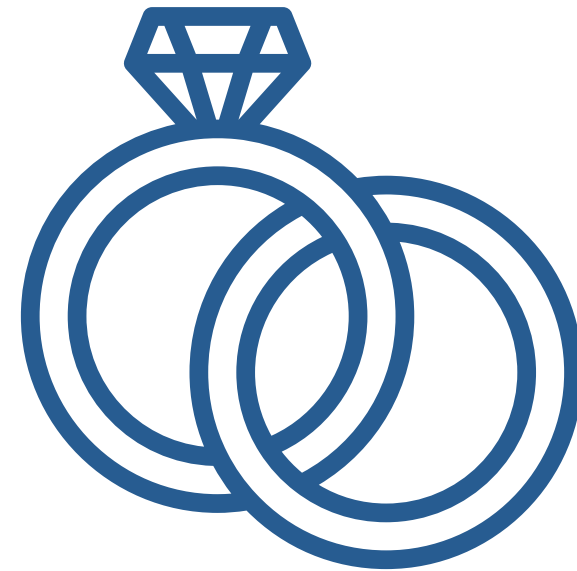
Audience

Your RCIA audience isn't in the pews.
So we have to stop marketing like they are.

AUDIENCE



Spiritual
SEEKER



Sacrament
SEEKER

Age range (no more than 5-10 years range)

Gender

Marital status

Kids (how many and ages)

Income level

Employment status & industry/job

Education level

Current religious affiliation

Past experience with religion

Threshold

Hobbies

Favorites (music, books, TV, etc)

Morning person/night owl?



THE MORE *specific* YOU GET
THE *broader* YOUR IMPACT.

AUDIENCE



A group of people are seated in a room, possibly a meeting or a class. The image is overlaid with a semi-transparent blue filter. The text "Pain Point" is written in a yellow, cursive, brush-stroke font across the middle of the image. Below it, the text "No one woke up this morning thinking 'I need an info session!'" is written in white and yellow. The background shows people sitting at tables, some looking towards the camera and others looking away. There are framed pictures on the wall and a lamp on a table in the foreground.

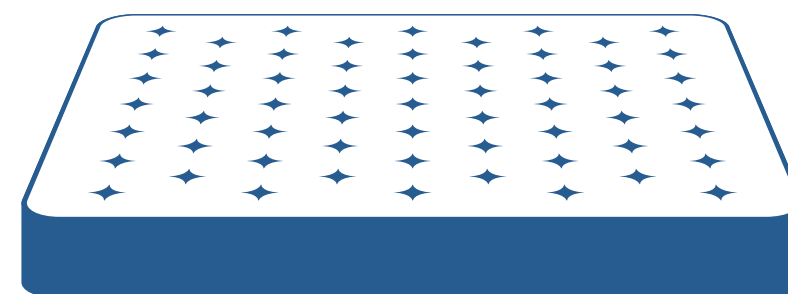
Pain Point

No one woke up this morning thinking
"I need an info session!"

CHANGE *What* INTO *Why*.



VS.



RCIA

VS.



INSIDER

RCIA

Liturgical rites

Sacraments of Initiation

Complete sacraments

Official terms for stages:
Catechumenate, Inquirer,
Elect, etc.

"Our" Catholic Faith/Beliefs

Becoming Catholic, converting,
considering Catholicism

Name them

Church teachings OR You Believe

INSIDER

RCIA

Liturgical rites

Sacraments of Initiation

Complete sacraments

Official terms for stages:
Catechumenate, Inquirer,
Elect, etc.

"Our" Catholic Faith/Beliefs

Becoming Catholic, converting,
considering Catholicism

Name them

Church teachings OR You Believe

Info Session | Inquiry Session | "Come and See"

Loneliness

Unloveable/unworthy

Depression/anxiety

"Something's missing"

Questioning/searching

Unable to be godparent/marry in church

Nagging from relatives (wife, parents)

Not understanding church teachings

Afraid of standing out

Afraid of life changes required

Not sure how to pass on faith to kids

Afraid of being pressured to convert

Doesn't know who/what to trust

Can't find information on process



KNOWING YOUR
AUDIENCE MAKES
MARKETING GO
FROM PASSIVE TO

oh my gosh it's me

FEELINGS



A background image showing a group of diverse people, including men and women of various ethnicities, smiling and interacting in what appears to be a community meeting or workshop. The image is overlaid with a semi-transparent blue filter.

Transformation

The RCIA Info Session is like a discovery call.
Market the transformation, not the process.

Loneliness Belonging/Being Known

Unloveable/unworthy Forgiven/Mercy/Valued

Depression/anxiety Peace

"Something's missing" Purpose

Questioning/searching Answers

Unable to be godparent/marry in church Fulfill requirements

Nagging from relatives (wife, parents) Stop nagging & try

Not understanding church teachings Place to grapple and learn

Afraid of standing out Place where everyone is exploring

Afraid of life changes/time required Hard work, but worth it/take journey seriously

Not sure how to pass on faith to kids Support and structure

Afraid of being pressured to convert

No pressure, no commitment

Doesn't know who/what to trust

Source of truth/foundation

Can't find information on process Answers

THEN

prove it

CHANGE *What* INTO *Why*

What

Eight months of classes every Sunday at 9 am in the Bishop's room.

CHANGE *What* INTO *Why*

Why

Eight months of personal accompaniment to coach you on a full life transformation. It's like dating - we help you get to know Jesus' love for you (through the Bible) and what it's like to be in relationship with Him (through Church teachings). We give you the tools to decide at the end - do you want to be in relationship with Him?

om O
Jerusalem
e Jordan.

The Beatitudes
and seeing the multitudes, ^aHe
went up on a mountain, and
n He was seated His disciples
e to Him.
Then He opened His mouth and
ught them, saying:

- 4 "Blessed^a are the poor in spirit,
For theirs is the kingdom of
heaven..
5 ^aBlessed are those who mourn,
For they shall be comforted.
6 ^aBlessed are the meek,
For ^bthey shall inherit the
earth.
Blessed are those who ^ahunger
and thirst for righteousness,
For they shall be filled.
Blessed are the merciful,
For they shall obtain mercy.
Blessed are the pure in heart,
For they shall see God.

11
b1 Pet. 4:1
12 a1 Pet. 4:1
14 bActs 7:52

13 aLuke
14:34

14 a[John
8:12]

15 aLuke 8:16

16 a1 Pet. 2:12
b[John 15:8]

17 aRom. 10:

18 aLuke
16:17 lGr.

tota, Heb.

yod, the

smallest

ter 2The

smaller

stroke

Heb.

19 a[
2:10

20
10

Parishioner Journey

Faith is a lifelong journey.

So is marketing.

ON AVERAGE, PEOPLE NEED TO
SEE THINGS *7times* BEFORE
THEY'LL TAKE AN ACTION.

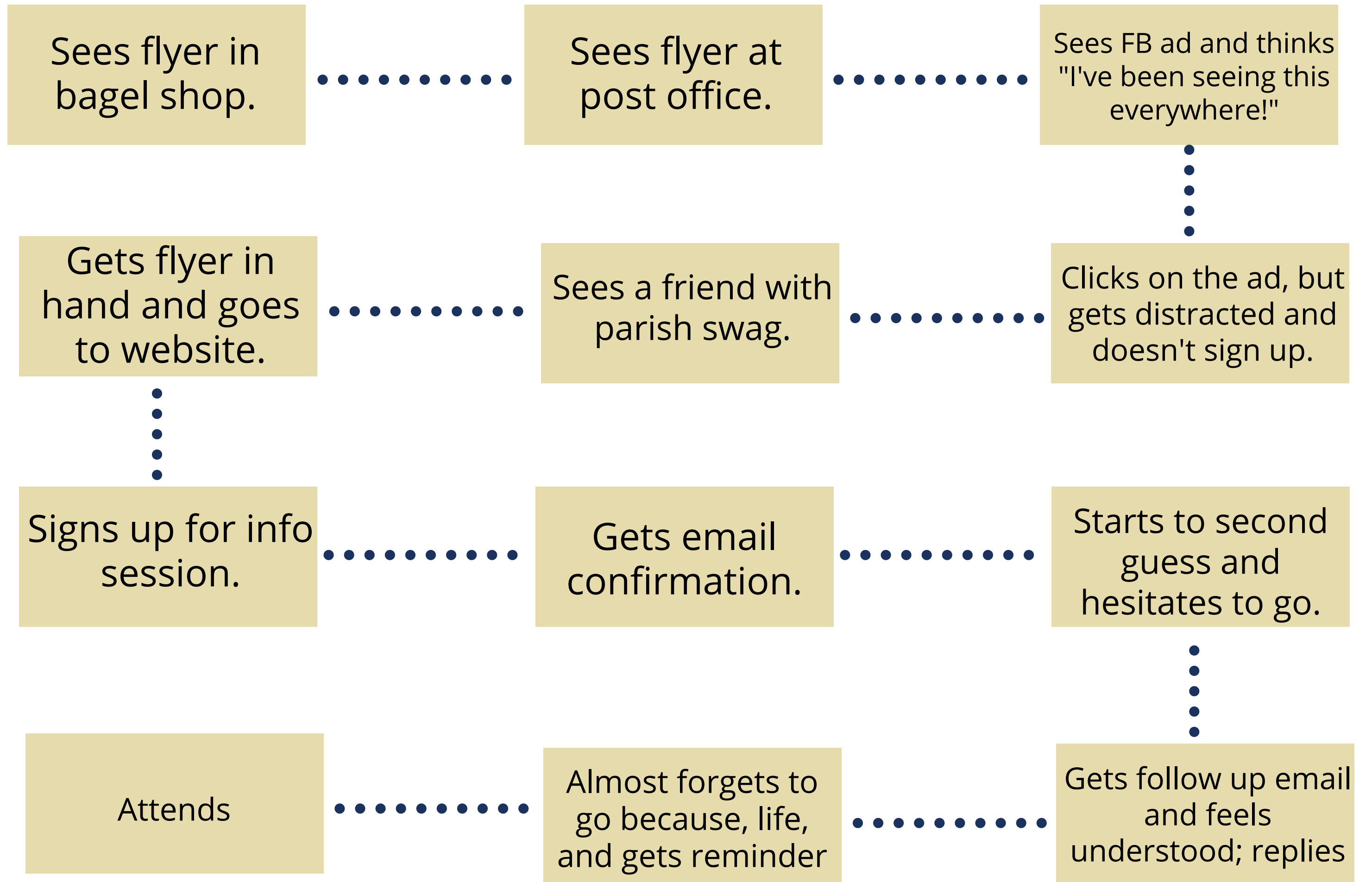
JOURNEY

Sees flyer in
bulletin

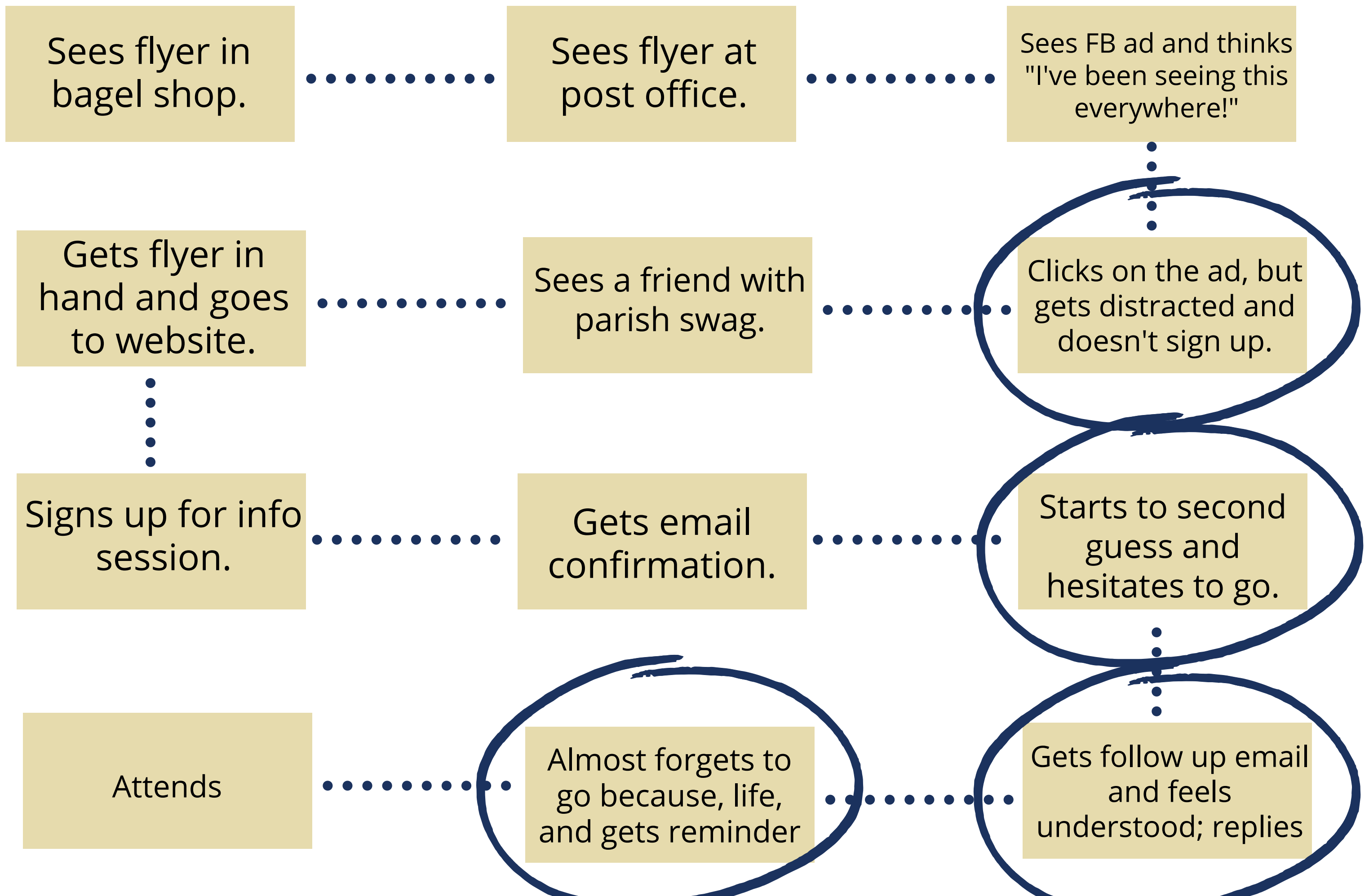


Goes to event

JOURNEY



JOURNEY



Gas Station TV

Parishioner-owned businesses

Community bulletin boards

Parishioner swag

Parish-related groups

Postcard mailing

Community calendars

Local events

Paid advertising

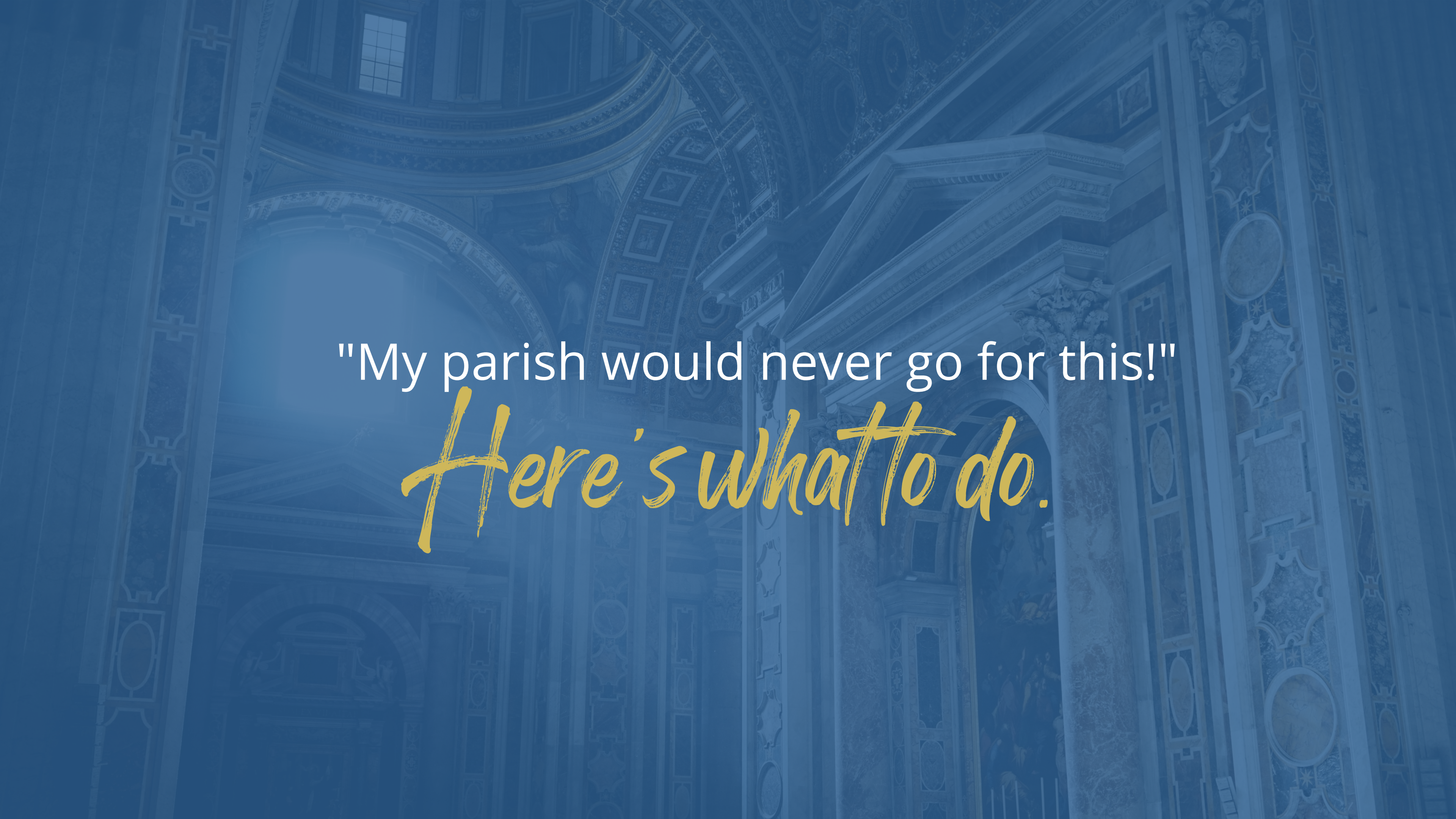
Plus all parish communication channels!



KNOWING YOUR
AUDIENCE WILL HELP
YOU TO DECIDE
Where to advertise



Is it really worth it?
Yes, they are.

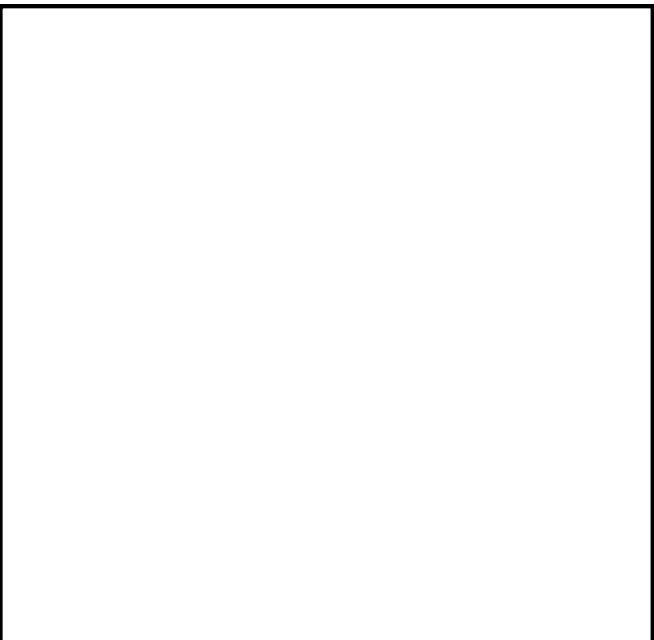
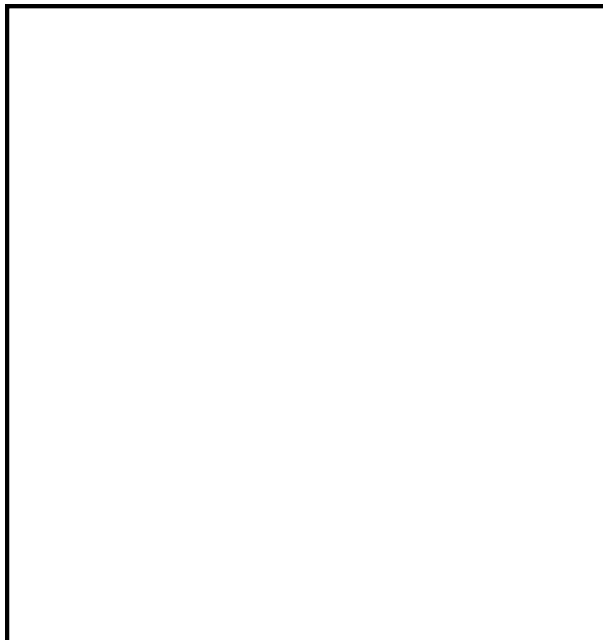
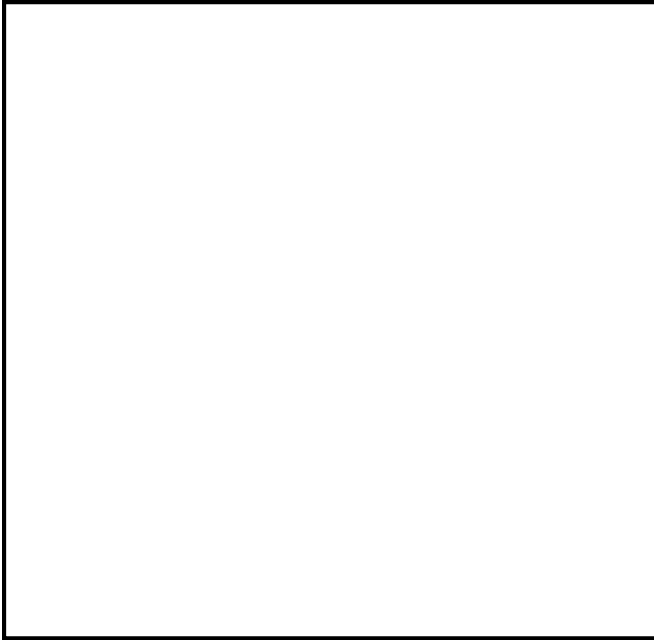
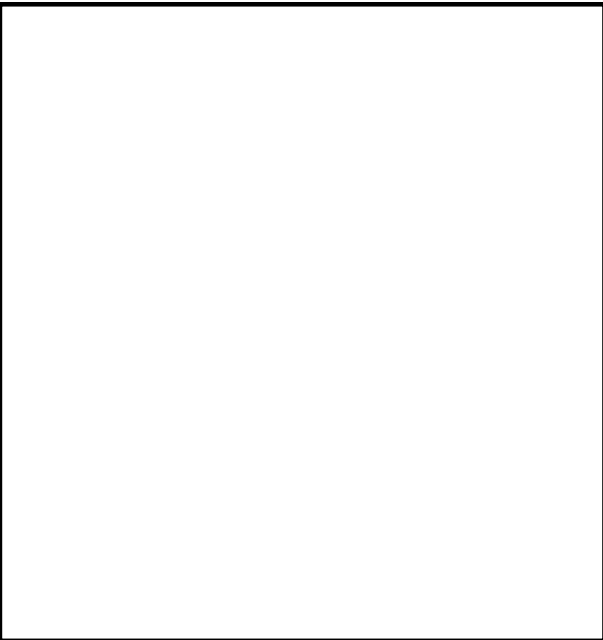


"My parish would never go for this!"

Here's what to do.

tick

THE BULLETIN



PARISHIONER CALL TO ACTION

THINKING ABOUT BECOMING CATHOLIC?

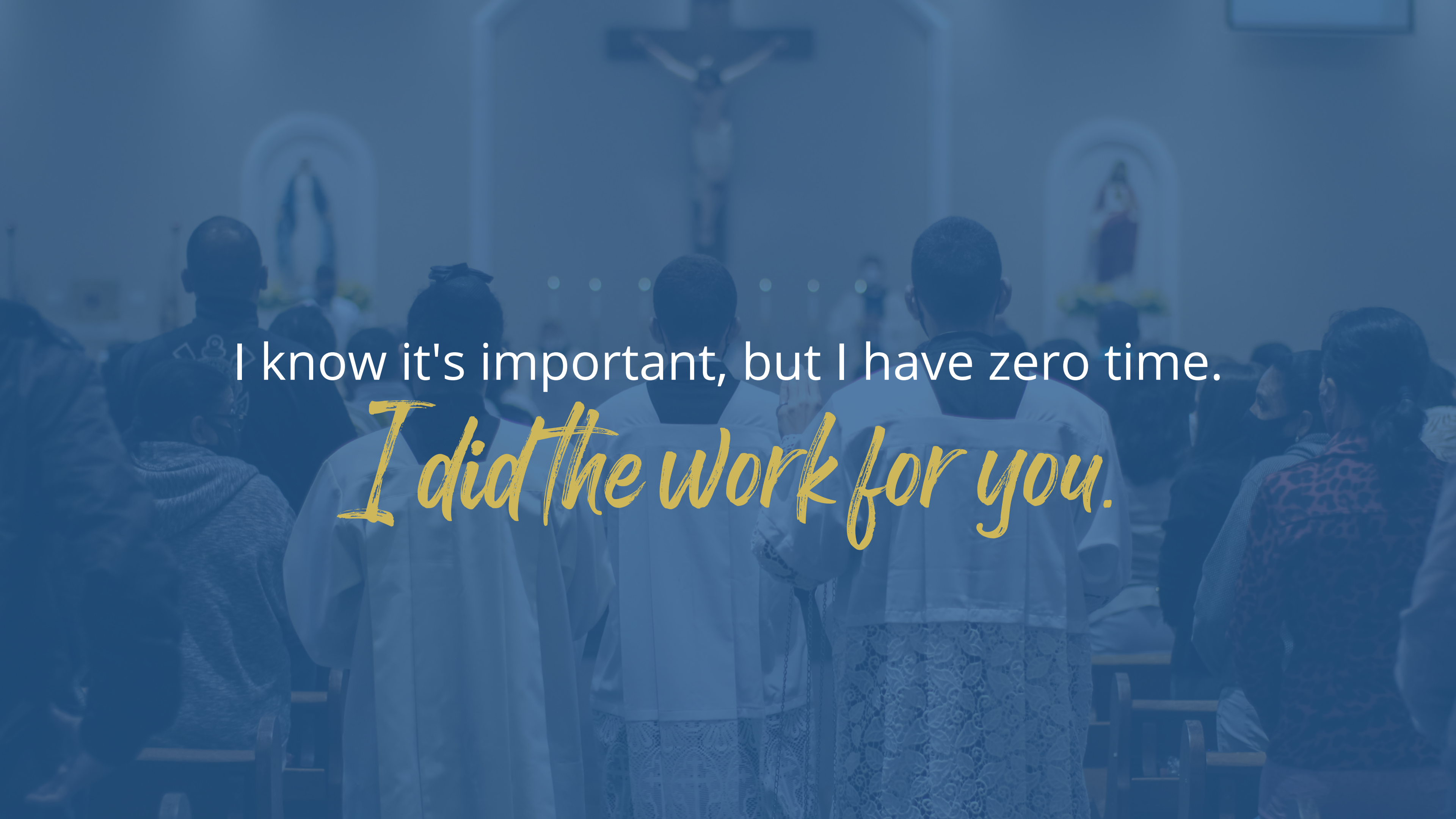


Join **CHURCH NAME** for "Becoming Catholic," a prayer retreat for people interested in converting or completing sacraments.

This is a no pressure event - just prayer, pizza, and a plan to help you discern the next step in your faith journey.

Scan here to register for the event on DATE at TIME, and we'll send you a free guide, **The Five Things You Need to Know Before Converting!**





I know it's important, but I have zero time.

I did the work for you.

RCIA Promotion PACK



Planning Resources

PLUS:

- Landing Page Template
- Swag design
- Automated email content
- Ads design + training

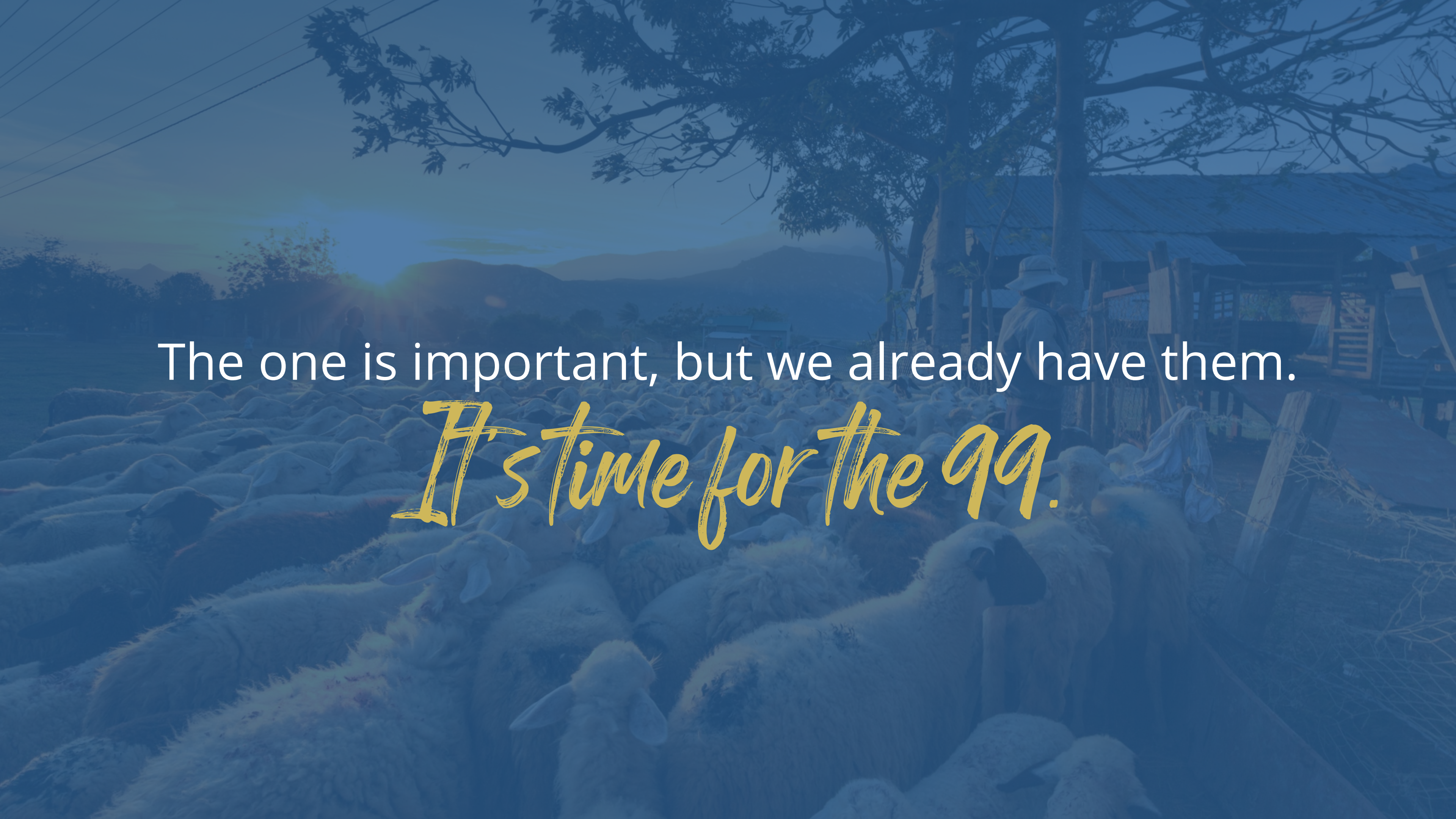


Social Media Posts
and Captions
(including Reels!)

[gloriamarketing.com/
RCIA-promotion-pack](http://gloriamarketing.com/RCIA-promotion-pack)



7 Editable
Bulletin
Templates

A blue-tinted photograph of a large flock of sheep in a rural setting. In the background, a person wearing a hat stands near a building with a corrugated metal roof. The scene is set against a backdrop of hills and trees.

The one is important, but we already have them.

It's time for the 99.



Let me help you market like Jesus!



emily@gloriammarketing.com



gloriammarketing.com



[instagram.com/gloriammarketing](https://www.instagram.com/gloriammarketing)



Get a head start on your RCIA marketing with our RCIA promotion templates.
Learn more at GloriamMarketing.com/RCIA-marketing-pack