

# PWS PROMOTION GUIDELINES - OUTLINE

## For Lighthouse Account Managers

1. Make appointment with pastor
2. Positioning – Discuss the typical parish situation
  - a. The Challenges: 30% or so going to Mass; many don't know their Faith.
  - b. The Answer: We need to creatively evangelize and catechize so as to equip the faithful members of the flock who will in turn evangelize and catechize others.
3. Find out the pastor's priorities for the parish by asking questions.
4. Share the dynamic vision and benefits of Parish WebStore. (see flyer)
5. Ask pastor to go to the site on his computer – [www.paritywebstore.com](http://www.paritywebstore.com)
6. Register the parish while you are with Father - 5 minutes
7. Set a 'launch' date.
  - a. Discuss the "Initial Month" promotion plan

## IMPORANT MARKETING – Discuss with Pastor

Inform Father that we will help keep Parish WebStore dynamic, and track with the seasons by providing updates on special items, and sample bulletin and Mass announcements.

### Discuss the following with Father:

1. **Inform Father that his webmaster needs to add a link and a WebStore page** to the parish website – very easy.
2. **Ask him to communicate his approval** to associate priests, the business manager, webmaster, office manager, DRE, Adult Faith Formation, and the rest of the staff.
3. **Mention to Father that sample bulletin and Mass pulpit announcements** will be provided on a regular basis.
4. **Provide all promotional materials to the appropriate persons for the launch.**
5. **Ask if pastor and other priests would give a 30-second endorsement after Mass.**

## PARISH WEBSITE PREPARATION FOR PARISH WEBSTORE

1. Need to place an image with a link on main landing page. Example:



*Help Support  
Your Parish*

It is good to also place image with affiliate codes on various parish ministry pages

2. Need a have the webmaster add a Parish WebStore page on the parish site to explain the store.

Example: See <http://www.holycross-batavia.org/store.php>