



## PARISH WEBSTORE (PWS) PROMOTION GUIDELINES DETAILED

### for Lighthouse Account Managers

The following information will help you to set up parishes with Parish WebStore.

#### Account Manager Sales Steps

1. **Make appointment with pastor** - A 20-minute appointment should be sufficient. It is important that the appointment is with the pastor, unless he clearly empowers someone else to make the decision for parish.
  - a. Face to face appointments are best, if possible.
  - b. Phone appointments can work – ask pastor to have computer with web access available; use [www.lighthouseideas.org](http://www.lighthouseideas.org).
2. **Positioning – discuss the typical parish situation**
  - a. **The Challenges:** Many people don't go to Mass regularly and don't understand the reality of the Eucharist, etc. Many Catholics pick and choose when it comes to their Catholic Faith and don't understand it. On average, Catholics read one Catholic book or less per year.
  - b. **The Answer:** We need to creatively evangelize and catechize so as to equip the faithful members of the flock.
    - i. They will evangelize others.
    - ii. Note: Few people are interested in being better catechized until they have been evangelized.
3. **Ask questions and find out the pastor's priorities**
  - Where is *evangelization* and *catechesis* on his list of priorities for the parish?
  - How does the parish communicate now with parishioners besides announcements at Mass and in the bulletin? Email? Facebook or Twitter page?
  - What is the pastor's view/openness to the role of technology in communicating and promoting our Catholic Faith?
  - Does he have any plans pertaining to the Year of Faith starting in October 2012?
4. **Share our dynamic vision and benefits of Parish WebStore** – (see flyer)
  - a. Safe place for parishioners to shop – nothing opposed to our Catholic Faith. If you go on secular sites and search the word "Jesus", many non-Catholic sources

typically come up. A parishioner won't end up with a King James or NIV Bible through this site, or be led to information that opposes the Catholic Faith.

- b. Tremendous variety of great Catholic materials available to promote the Faith
    - i. Many people have no idea what's out there in terms Catholic books, e-books, presentations on CD and MP3, Catholic movies, art, apparel, etc.
    - ii. One location for over 30 vendors, and growing quickly
    - iii. Competitively priced, with most items shipping FREE.
  - c. Great financial terms for vendors and publishers to help them be able to afford to produce more great Catholic products.
    - i. Many Catholic sources are going out of business due to secular competition.
  - d. Positive source of revenue for the parish - 12% commission to the parish on all sales
    - i. Great means of promoting the Faith with no financial investment by the parish
  - e. A great central source of dependable Catholic current information. (Future vision)
    - i. From the USCCB, the Vatican, and many more sources to come.
5. **Show pastor the site**– [www.parishwebstore.com](http://www.parishwebstore.com) – Ask him to bring it up on his computer. This is a very important step, whether you are with him in person or speaking over the phone.
6. **Register the parish while you are with Father.** If Father is not in front of a computer, use the **Information Form** to accumulate the needed information
- a. You will need webmaster contact info, address, phone, emails, parish EIN#
  - b. See **Registration Instructions** for help.
7. **Set a 'launch' date.** Have him look at his calendar, along with parish office manager, so he can introduce Parish WebStore on a weekend where other important things are not being discussed, such as a Diocesan appeal, or other situations where special guests speak after Mass.
- a. **Discuss the "Initial Month" Plan** (see PWS First Month Plan)
    - i. (See sales addendum)
    - ii. Ask Father to personally recommend that people check out the site by going to the parish website and clicking on the link.
    - iii. Explain that it is ideal if he would endorse the Parish WebStore at least three times per year, or better yet, use as a tool to help people.

## 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

Ongoing promotion will help his parishioners grown in their Faith and accomplish the pastor's priorities for the parish. Parish WebStore can be a great tool for the pastor if he wants to promote products that address specific elements of spiritual growth, stewardship, healing, etc. These can easily be featured on the parish website.

Also, many products will be appreciated if offered on specific ministry pages.

- i. For example - Kids Catholic Faith books, movies, and sing-along CDs are greatly appreciated by parents but most are unaware of them.

### 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.
  - a. Show him example sites
    - i. [Holy Cross Catholic Church](#) in Batavia, IL
  - b. Explain that the Parish WebStore page on the parish website will be used to explain the benefits and feature timely products for Lent, Advent, Confirmation, etc. Show other parishes' sites.
    - i. [Holy Cross Catholic Church](#) in Batavia, IL
    - ii. [St. Margaret Mary Parish](#) in Algonquin, IL
    - iii. [Sacred Heart Catholic](#) Church in Milledgeville, GA
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.
  - a. Have him introduce you if possible, either personally or by sending a memo or email.
  - b. It is very important that staff work with you knowing of the pastor's approval
  - c. Ask permission to introduce yourself to the associate pastor priests. This is important as you will need their help in promoting this as well.
3. Mention to Father that sample bulletin announcements and Mass announcements will be provided on a regular basis.
4. Provide all promotional materials to the appropriate persons for the launch
  - a. Provide Month 1 kit
    - Sample Bulletin Announcement and Sample Announcement for Priest

## Registration and Website Setup of a Parish or Other Organization

1. Go to PWS at [www.ParishWebStore.com](http://www.ParishWebStore.com) and the link [Parish & School Sign-Up](#)  
Populate the necessary data (form has been created). Click “Submit” and await registration acknowledgement email.
2. Organization is registered by Parish WebStore and affiliate code is assigned. (ex. 10003). This may take up to ½ of a business day. (For questions contact [xxxxxxxx@parishwebstore.com](mailto:xxxxxxxx@parishwebstore.com))
3. Email is automatically generated with information to access Parish WebStore. This provides access to:
  - a. Affiliate code link and jpg images of the Parish WebStore logo to be put on the parish/organization website.
  - b. Reports showing sales.

## Parish Preparation for Parish Webstore- Promotion of Parish Webstore

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



- It is good to also place on various different ministry pages.
2. Need a Parish WebStore landing page on the parish site to explain the store.  
Example: See <http://www.holycross-batavia.org/store.php>