

#3

Let's Communicate

How do you find the lost Armenians?

Display Ad in newspaper.

welcoming committee to get names & addresses of news at Church & Functions
work place

Phone directory names - call them - new people
CD - mailing lists

Diocesan Mailing List

I. How do we find 400,000 Armenians?

Present Mailing Lists

Network from existing

Marriage records

Baptism records.

Off of checks from different activities

Other Armenian Organizations

Get in First & then stress religion
TV Program:
Contact Creativity - ie: give away free bible
Welcoming Committee

II. How do we influence them to become members?

Separate groups based on background & interests.
Picture ID for discounts.

Ask them to get involved.

III. Assuming you can double your mailing list, what impact would that have on your parish?

Let's Communicate

How do you find the lost Armenians?

- I. How do we find 400,000 Armenians?
- II. How do we influence them to become members?
- III. Assuming you can double your mailing list, what impact would that have on your parish?

First get a Festival
advertize, TV, Radio papers
get ian, yan
through Internet. 20-40 age group
mailing - 50 up. direct contact.

teach about our church, ~~culture~~
but make it relevant to current
issues. new approach for
a new situation.

increase church participation
strengthen all organizations
DRE, ARM School, Women's Guild
Choir, ACYOA, deacons,
new ideas = new donors
better and stronger relation with
Armenians.
social service for new comers.

Armenian

Let's Communicate

How do you find the lost Armenians?

I. How do we find 400,000 Armenians?

Internet search, focus/organized contact with "new faces" found at bazaars, find festivals, sacraments. Announce church events in public news media, phonebooks - at work.

II. How do we influence them to become

members? Create/identify a link between new comers and some aspect of church/community life (i.e. men's club, sports, youth, bible study, choir). Go for gradual commitment. Establish membership committee/goals.

III. Assuming you can double your mailing list, what impact would that have on your parish?

Let's Communicate

How do you find the lost Armenians?

I. How do we find 400,000 Armenians?

START AT LOCAL LEVEL

EVERY MEMBER BRING IN A NEW MEMBER / IDENTIFY NON-MEMBERS - LOST MEMBERS
INCREASE VISIBILITY IN COMMUNITY - NEWSPAPER, TELEVISION, COMMUNITY EVENTS
MARKETING
PERSONAL TOUCH (VISITATION BY CLERGY)

II. How do we influence them to become members?

OUTREACH COMMITTEE -

GREETERS - AT CHURCH (GOOD COMMUNICATION / PEOPLE SKILLS)

INQUIRY / INFORMATION CARDS IN PEWS

EDUCATIONAL PROGRAMS FOR NON-ARMENIAN SPOUSE (INCLUDE ARMENIAN SPOUSE)

- MAKE NON-ARMENIAN / MIXED MARRIAGES FEEL WELCOME

INSTRUCTIONAL BODARAK

III. Assuming you can double your mailing list, what impact would that have on your parish?

WANT TO ATTRACT NONMEMBERS ALREADY ON MAILING LIST

NOT JUST IMPORTANT TO DOUBLE MAILING LIST, NEED INCREASED MEMBERS

Let's Communicate

How do you find the lost Armenians?

I. How do we find 400,000 Armenians?

First find 399,999 then add one

II. How do we influence them to become members?

w) the new clergy we signed up in the last session

III. Assuming you can double your mailing list, what impact would that have on your parish?

We would have twice as many addresses to mail to.

invite @ friends to come back to church
for a church to move forward it has to be on its knees

Let's Communicate

How do you find the lost Armenians?

Check baptismal/marriage records

Check phone books

CD Rom

Print list of lost people in church newsletter
ask in newsletters for additional names

I. How do we find 400,000 Armenians?

II. How do we influence them to become members? Parents encourage kids to attend

Prepare our product for the market English

instruct them in the church liturgy

help them meet other members of the community

invite them to our homes

Be a good example

III. Assuming you can double your mailing list, what impact would that have on your parish?

Session #2

5/5/2000

Workshop II, Group E Communication

Goal - Double mailing list

I How do you find names

census, phone book, baptismal records
ask elders, check schools

Grady { There is a book which has a listing of
has a copy all Armenians in USA + Canada

II Relevant Programs

Get timely info to people in timely fashion
Care about people's needs

use email

make flyers well prepared, informative

make phone calls & use personal contact

Practicing Greeting as people enter & leave church

III Impact

- create programs for children if more of them come
to church

Communicate a Christian message versus food
opportunities

Other

Accountability

When delegates go back to the parish, communicate their info

Delegates should attend Parish Council meetings

Let's Communicate

How do you find the lost Armenians?

I. How do we find 400,000 Armenians?

A) Internet directory of all Armenians
in U.S. / Europe

C) Ask existing parishes for names of family members who do not
attend (parish census)

II. How do we influence them to become
members?

D) Compare different organizations
mailing lists.

E) Get professional help
(demographers)
(60 - 100,000)

III. Assuming you can double your mailing list,
what impact would that have on your
parish?

Challenge

What can we do that we've never done
before.

Let's Communicate

How do you find the lost Armenians?

Internet, Personal Contact, ^{When they} Visiting ^{them} ~~them~~
- Always be a disciple;
~~Personal contact~~; show Christ person
in yourself - interest

I. How do we find 400,000 Armenians?

- Look at S.S. list & Am. School
- Demographics very costly but can be productive
- ~~Local papers~~ ^{Local papers} of activities

II. How do we influence them to become

members? Personal Contact - show Christ person in yourself
Common Interest - links

Ask George
about demograph
of mailing list
& if church
affiliation

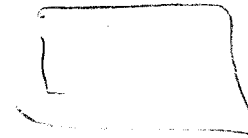
III. Assuming you can double your mailing list,
what impact would that have on your
parish?

Let's Communicate

How do you find the lost Armenians?

- 1) USEABLE DATABASE
- 2) OBITUARIES

I. How do we find 400,000 Armenians?



II. How do we influence them to become members?

- 1) Home Visitation
- 2) Follow up After Initial contact
- 3) Appointing A group to look after Alienated people and New comers.
- 4) Inviting families for dinner

III. Assuming you can double your mailing list, what impact would that have on your parish?

Let's Communicate

How do you find the lost Armenians?

I. How do we find 400,000 Armenians?

Computer - Through other people - Get a committee to
Visit the people - Come - membership follows - outreach committee
brought by friend - web-site / Technology / Database

II. How do we influence them to become members?

Through Friendships - Exposure - Programs describing the church
utilize the lay people in your church
friendly contact - invitation. Using neighborhood list for family
catch them in the lobby

III. Assuming you can double your mailing list, what impact would that have on your parish?

side list
Newly deceased list
Prayer list
pray with new person
1st time they come in

Let's Communicate

How do you find the lost Armenians?

- I. How do we find 400,000 Armenians?
INTERNET
Community *local legislators*
programs outside the church
phone books, talk to people you come in contact with, advertise ~~for~~ *social* events & cultural programs,
~~the~~ publicize events in local newspapers, community outreach, pastoral involvement
with local community, advertise in yellow pages, local church directories in community publications
- II. How do we influence them to become members?
Give them responsibilities - welcome new faces - do not provide activities and services they need - welcome non-Armenian members -
- III. Assuming you can double your mailing list, what impact would that have on your parish?

Let's Communicate

How do you find the lost Armenians?

I. How do we find 400,000 Armenians?

Compilation of names ~~to~~ through parishes

Joint job priest
& lay people
create mailing list
1st call responders
2nd call on non responders

II. How do we influence them to become

members? - members talking w/ them

- have literature that can be handed or mailed to them
- members have to open their hearts & homes to the new people - be good Christians to them. invite them to

III. Assuming you can double your mailing list, what impact would that have on your parish?



Hilton

Cherry Hill

- American telephone directory.
- ~~make~~ American Directory website
- creation of a task force to locate and bring in such families either by a pastoral visit or a help from the social services of the parish
- create new activities ^{band or a research} open new avenues for these families to communicate with the church

Let's Communicate

How do you find the lost Armenians?

I. How do we find 400,000 Armenians?

*One way - go to schools & institutions & look for names,
computers, internet Yahoo enter "armenia" now
addresses.
Priests ~~and~~ have list of their people in colleges.*

II. How do we influence them to become

members? - *Attitude of friendliness toward them.*

- *Establish a membership committee for invitations & contact,*
- *media - press, by informing them of community life*
- *Each stewardship of care, time & talent.*

III. Assuming you can double your mailing list,
what impact would that have on your
parish?

Increase of finances

Let's Communicate

How do you find the lost Armenians?

I. How do we find 400,000 Armenians?

*web search / web site
cross share mails list*

II. How do we influence them to become members?

*web site for Assoc
advertising campaign*

III. Assuming you can double your mailing list, what impact would that have on your parish?

#2 Let's Communicate

How do you find the lost Armenians?

I. How do we find 400,000 Armenians?

Investing in Professional Bulletins & Newsletters
school records
phone books
Internet

Personal Contact,
Sunday School records
Baptismal Records
Forms at special Functions
Local Papers.

II. How do we influence them to become members?
Making them feel comfortable
Programs

Liturgy relevant
Personal contact by Priest & lay leaders
Clergy Sermons

DISCUSSING OUR CHURCH PROGRAMS POSITIVELY WITH FRIENDS & FAMILY MEMBERS THAT ARE NOT MEMBERS
Impress the VALUE OF THE SPIRITUAL COMMUNITIES.

III. Assuming you can double your mailing list, what impact would that have on your parish?

Budget
OUTREACH
POTENTIAL MEMBERS
EXPANSION
LARGE POOL TO CHOOSE BETTER LEADERS.

Let's Communicate



How do you find the lost Armenians?

I. How do we find 400,000 Armenians?

Internet, Phone Books, Solicit from existing mailing list, college students, newspaper ads, parish council interaction w/ newcomers.

use existing members
put us in touch w/
others

II. How do we influence them to become

members? Attractive social events, introduce to churches + services, ~~the~~ creative events for families + children, pastors + parish council personal contact. ASK! Why not!

III. Assuming you can double your mailing list,

what impact would that have on your

parish? More volunteers, different new ideas for fundraising, more competition during elections, Donations + bequests, Pro bono professional services.

Let's Communicate

#3

How do you find the lost Armenians?

I. How do we find 400,000 Armenians?

- Internet -
- mailing list -
- welcome committee.
- cards - 1. pieces -

II. How do we influence them to become members?

III. Assuming you can double your mailing list, what impact would that have on your parish?

Let's Communicate

How do you find the lost Armenians?

I. How do we find 400,000 Armenians?

JNB

Telephone computer

Newspaper ads

Telephone books

Internet directory (in Cal)

welcoming committee
College

II. How do we influence them to become members?

Marketing - membership list

Involve everyone

Integration of Psika

Social Events

Greeters in church

Identify needs of specific people

Keep away from politics

III. Assuming you can double your mailing list, what impact would that have on your parish?



Let's Communicate

How do you find the lost Armenians?

I. How do we find 400,000 Armenians?

Newspaper Ads

1- mailing lists

2- Phone books

3- INTERNET

4- Colleges

5- greeting new people

II. How do we influence them to become

members? *Marketing of activities - promote*

Membership Comm

involvement of all ages

integration of diff groups

III. Assuming you can double your mailing list,

what impact would that have on your

parish?

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- I. How do we find 400,000 Armenians?

- II. How do we influence them to become members?

- III. Assuming you can double your mailing list, what impact would that have on your parish?

- I
- A) Internet directory of all Armenians in US
 - B) Telephone book computer programs to search IAN/YAN
 - C) Ask existing parishioners for names of family members who do not attend (parish census)
 - D) get professional help. (demographers)
-

(multi step approach)

- II - approach all new faces.
- make them feel welcome
 - keep away from politics

Let's Communicate

How do you find the lost Armenians?

INTERNET

I. How do we find 400,000 Armenians?

NETWORK FROM EXISTING MEMBERS — DISTRIBUTION OF CHURCH NEWSLETTER TO OTHER THAN EVERY
DIRECT PHONE CONTACT MAILING LIST
GOOD-DEDICATED PRIEST REACH OUT TO RUSSIAN SPEAKING ARMENIAN'S

FORM A - WELCOMING COMMITTEE FOR ALL
MAJOR SOCIAL
PICNIC
FAIR
BANQUET

II. How do we influence them to become members?

REGULAR NOTICE IN MONTHLY PUBLICATION
PERSONAL
CAMPAIGN TO WELCOME NEW FACES - INVITATION TO PARTICIPATE IN PARISH ACTIVITIES & ORGANIZATION
WELCOME NEW MEMBERS IN WRITING IN BOOKLET + HAVE A RECEPTION

III. Assuming you can double your mailing list, what impact would that have on your parish?