

Technology: Trash or Treasure?

Training Report: Jan. 2019

Many of us are proud that we have mastered email and can find things on a web site, but, have you noticed that technology has already flown past these skills? Have you had an event where someone said to you “ I would have come but I didn’t know about it.” It’s time to re-think how we are reaching out to members and prospective members.

The age of the smartphone is a new tool in our communication arsenal. Have you begun texting to notify your women about meetings or events. You will find your young women respond to text much faster than they “get around” to email. I have been told at our board meetings that “no one reads the bulletin.” The younger women tell me they “pick it up each week, lay it in the pile of paper to look at and then toss it before next Sunday because they haven’t had a chance to see it.”

The “app” on your phone can advertise your groups in a new way. The Diocese has created a platform for parishes to have their own app with info specific to that parish. This is another opportunity to ask that our women’s programs be added to updated app info, along with what you post on your parish web site or Facebook page. Check into your parish social media and join.

If you have an email tree for women, try Evite to invite them to your event and get instant RSVP response. You can design your Evite to fit your theme.

Last, but not least, don’t forget to look someone in the eye and say, please come. Personal invitation is still the most powerful tool you have!