

# HOW THE BEST DIOCESES COMMUNICATE

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A FLOCKNOTE COMMUNICATION STUDY

*“Whatever is true, whatever is honorable, whatever is just, whatever is pure, whatever is lovely, whatever is commendable, if there is any excellence, if there is anything worthy of praise, think about these things.”*

*- Philippians 4:8*

# How do the best dioceses communicate?

## What tools do they recommend?

## What are their biggest challenges?

To find out the answers to these questions and more, we conducted the most extensive survey ever done on the subject.

We heard from **231 key leaders** in **124 dioceses** and **44 states** (+ 1 Canadian province) throughout 2017.

Here's the report.

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# WHY WE DID THIS

A message from Flocknote founder, Matthew Warner

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Nobody came. Here he was, one of the biggest speakers in the Catholic world, visiting my parish, and the church was mostly empty. Why? Because somehow hardly anybody knew about it. It was announced at Mass. It was in the bulletin, on social media and on the website. But that didn't work. The church should have been packed, but it wasn't.

As a lifelong Catholic I always wondered why I didn't hear more directly from my bishop (boy would that be cool!). But here my own parish pastor couldn't even get a simple, exciting message through to his own flock. The problem was worse than I thought.

Soon after this incident, I quit my job as a computer engineer and founded Flocknote. I knew we could do better for the Church and suspected that the solution may even be quite simple (as the best solutions often are).

Today, 10 years later, Flocknote serves thousands of parishes and dioceses by giving them a smart, simple way to communicate that actually works. From the beginning, we didn't set out to promote a particular technology or channel (Facebook vs apps vs email vs text messaging, etc). We tried a little bit of everything and – over time with many successes and failures – learned quickly what actually worked. That's why we focus so heavily on email and text messaging today. Because they continue to get real results that are far better than any other alternative.

**Nevertheless**, just as when we started, we are not interested in pushing one particular technology, but in doing whatever is best for the Church. So we are now, more than ever, committed to continually improving and evolving to meet the needs of the Church in this changing world.

That's why we did this unprecedented survey – to listen and learn. We are delighted that the results are both affirming in our efforts and also helpful for the future. We want to share them with you and we welcome your feedback and additional insights as we work together with you to build a more connected Church.

May God bless you and your ministry, and thanks for all you do for the Church!

**Matthew Warner**  
Founder



## Summary of findings

1. The happiest dioceses (who aren't losing members) invest heavily in smarter ways to email.
2. Happy dioceses are 6 times more likely to use text messaging than unhappy dioceses.
3. Email, text messaging, and social media are the top 3 most recommended means of reaching parishioners & parish leaders.
4. Most dioceses are currently unhappy with their ability to reach people with time-sensitive info, but the right simple tools fix that.
5. Two major issues seem to plague every diocese: Capturing data and using that data to reach parishioners efficiently.
6. A third of diocesan leaders are happy with their websites, but almost all have room for improvement in specific key areas.

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**OVERALL:** A diocese with the right tools and the wrong mentality still won't make much headway (as reflected in the quote below from one participant, and from our own experience), which suggests that how these traditional tools are used is just as important as the tools themselves.

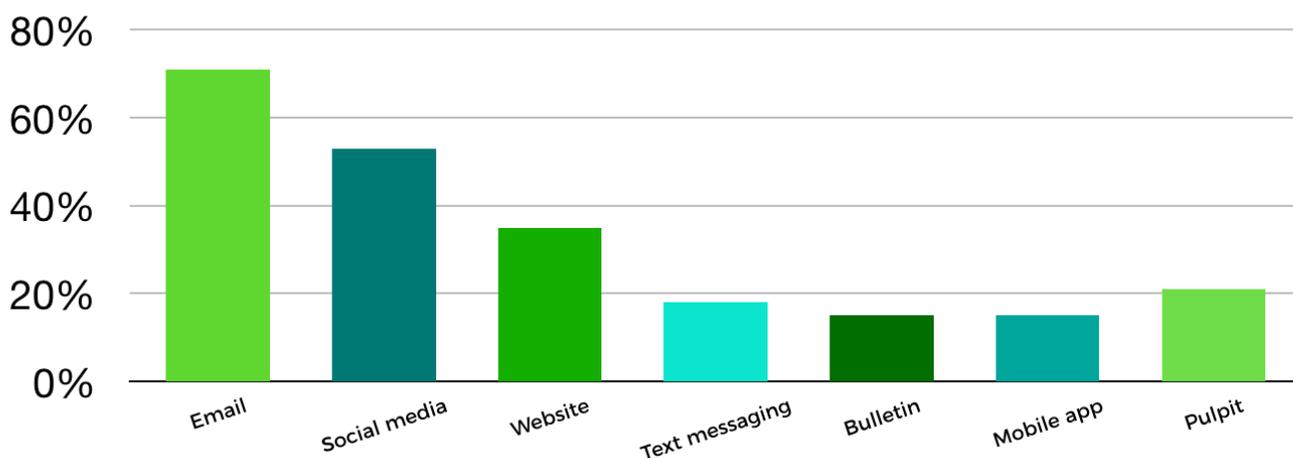
*"From what I have observed, there are dioceses more focused on training and evangelization, and there are dioceses that are more administrative. 'Business as usual' methods of communication may work for dioceses in administrative mode. For dioceses that devote significant time to training and evangelization, there is a need for creativity."*

*- Evangelization Director at a diocese of 250k-500k*

# 1 The happiest dioceses (who aren't losing members) invest heavily in smarter ways to email.

When it comes to preferred methods for reaching people in time-sensitive situations, both in what dioceses **use** and what diocesan leaders think **should** be used, email is king. Particularly in dioceses who 1) are happy with their ability to reach people, 2) are either growing or staying the same in population, and 3) are able to reach a majority of parishioners in 24 hours or less, **nearly 9 in 10** cited an email to parish leadership as one of the methods that should be used to get the word out quickly to everyone.

What happy dioceses **recommend** to send time-sensitive information



As far as what dioceses in the same situation **recommend**, email was cited at close to the same rate. Over 70% listed email as one of the top three methods or tools a diocese should use to send time-sensitive information, followed by social media (53%) and the diocesan website (35%).

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## KEY TAKEAWAY

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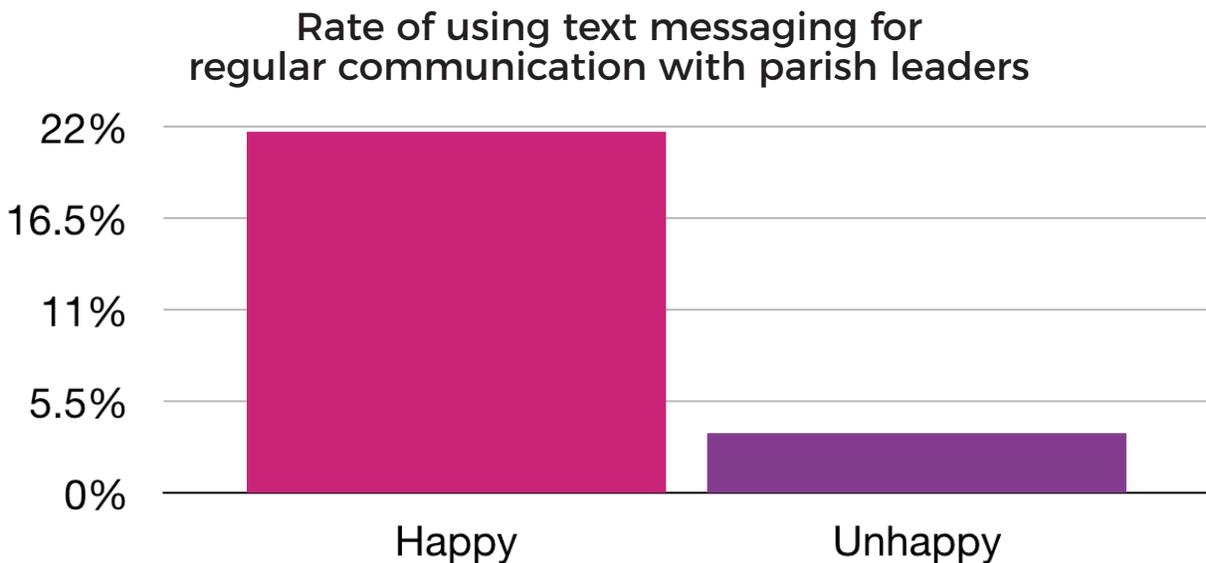
*Could it really be this simple? Despite the rise and fall of endless apps, so-called quick fixes, and personal social networks, email still consistently reigns as king — particularly for member-type organizations that need to be directly in touch with their members. That's because at the end of the day, any good organization simply needs a way to speak directly to a lot of people, instantly and affordably. The magic that makes that happen has already been invented. It's called email. What if we were intentional about avoiding other less effective channels and just started using email well (i.e. having both the right tools and learning to write better emails)? What if you could email every single person in your diocese directly? Big things would start to happen.*

*The fact is, equipping and training a diocese and its parishes with smarter ways to email is likely the single biggest way to improve communications (and therefore everything else) in a diocese. Most dioceses and parishes are using extremely out-of-date tools and methods for sending email (and gathering email addresses). Email is not only here for the foreseeable future, it's quite possibly the best channel to use (when using it well). If your bulk email system is not made to send great looking email to large groups, doesn't show who's opening it or clicking your links, is not simple and fun to use, is not safe environment compliant or connected as a single, up-to-date database, then it's time to prioritize an upgrade. Yes, solving a lot of our communications challenges really could be this simple.*

# 2 Happy dioceses are 6 times more likely to use text messaging than unhappy dioceses.

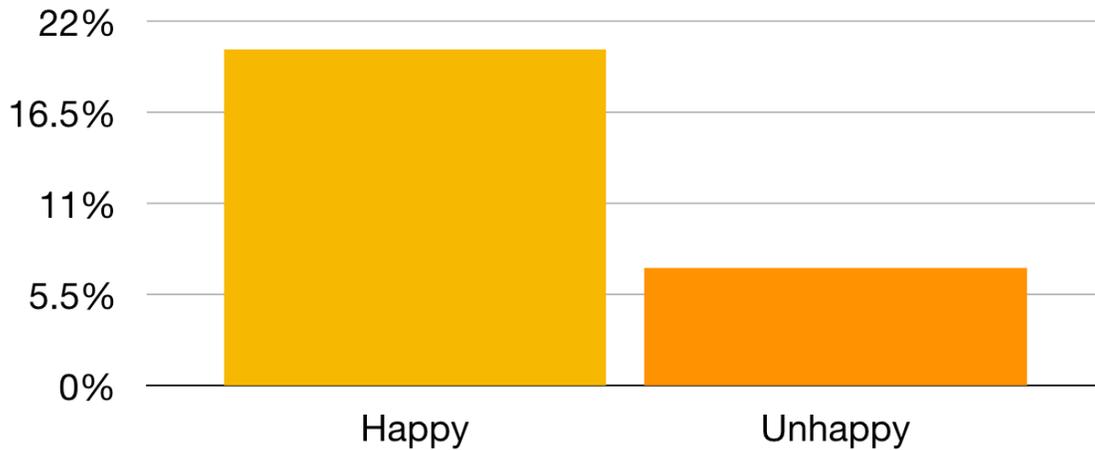
Every healthy organization can easily reach and hear back from its people, and the Church is no exception. Every diocese, to effectively lead its parishes, needs efficient methods to both get a message to their parish leaders *and* be able to get feedback from them. Between the least happy and most happy\* dioceses, letters, emails, and the diocesan website were all consistently popular, but the disparity in text messaging use was rather striking.

Of dioceses who reported being unhappy with the effectiveness of their chosen means of reaching parishes, just 3.6% employ the use of text messages to regularly communicate with parish leaders, and only 7.1% use text messaging to get feedback from them. Compare that to the most satisfied respondents, and we find that a happy\* diocese is **6 times as likely** to use text messaging for regular outreach to parish leaders, and nearly 3 times as likely to use text messaging to gather feedback from leaders.



\* "Happiness" in this instance was gauged on a scale of 1 to 5 when assessing satisfaction of the methods used to gather feedback from parish staff & leaders.

Rate of using text messaging to get feedback from parish leaders



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## KEY TAKEAWAY

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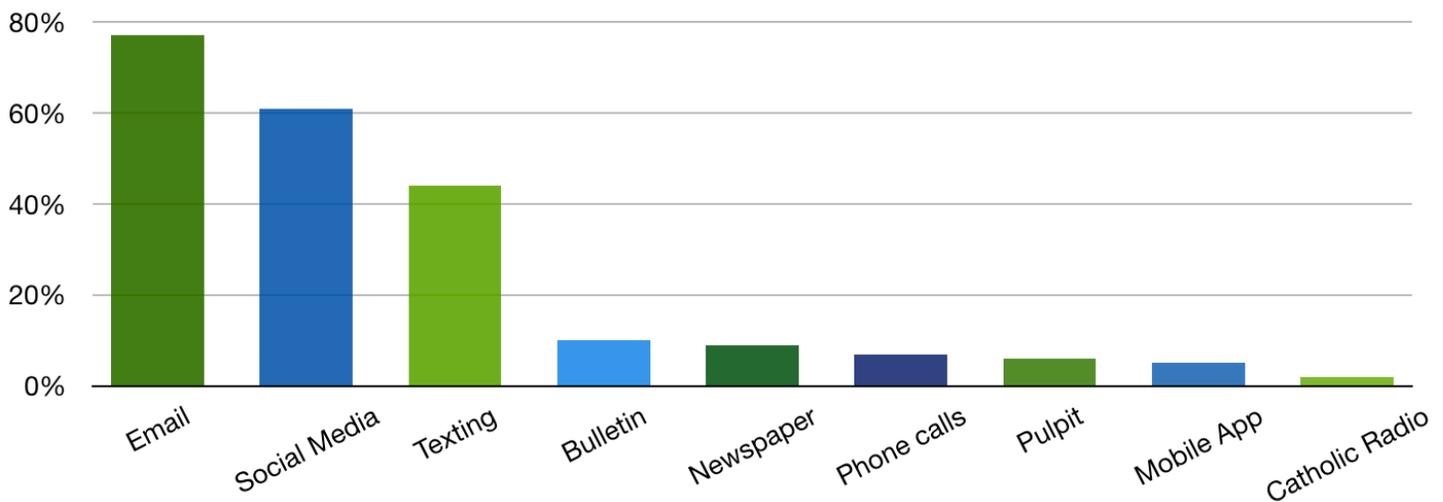
*How would you like to text all of your parish leaders -- better yet, your whole diocese -- and know that 99 out of every 100 people (and 90 percent within 3 minutes) read your message? And what if they could all immediately reply back and you could easily see all of their responses in one place? That's powerful stuff for any organization.*

*With an open rate of over 99%, text messages have the best open rate of any communication method by far. When used wisely, it is the most capable tool in any leader's toolbox – whether it's being used for emergencies, bad weather, urgent notifications, Holy Day reminders or simply new ways to engage, teach and lead the flock. There is a reason happy dioceses are 6 times as likely to be using it.*

# 3 Email, text messaging, and social media are recommended by diocesan leaders more than anything else.

And it isn't even close. Email, text messaging, and social media were recommended most by diocesan leaders for how a diocese should directly reach parishioners quickly *and* for what they recommend to parish & ministry leaders to use within their parishes.

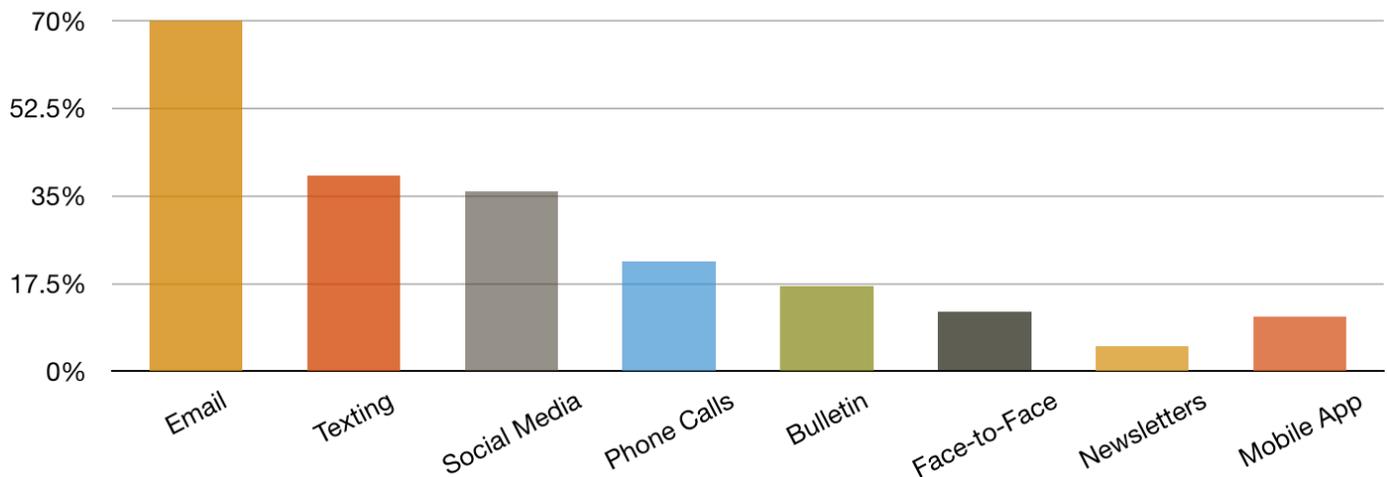
Percentage recommended by diocesan leaders to quickly reach parishioners



In both categories, email was the clear winner. Respondents were **more than 7 times as likely** to recommend that the diocese use email over the bulletin for reaching parishioners, and **more than 3.5 times as likely** to recommend that parish leaders do the same.

For a diocese trying to reach parishioners quickly, social media was recommended twice as often as a letter from the bishop, mailed newsletters, video, the diocesan newspaper, and pulpit announcements...**combined**. When it came to tools recommended to parish & ministry leaders, text messaging was **nearly 4 times as likely** to be recommended over a native mobile app, and was listed twice as often as the bulletin.

## Percentage recommended by diocesan leaders for use by parish & ministry leaders



## KEY TAKEAWAY

*Emails and text messaging in particular are among the top 3 for a reason -- they're easily the most effective ways to get a message directly to a group of people. Compared to the average organic Facebook post reach<sup>1</sup> or the average bulletin open rate<sup>2</sup>, emails<sup>3</sup> and text messages<sup>4</sup> **win by a landslide.***

*Sometimes we exhaust ourselves trying to use every communication channel we can think of, and we end up with none of them working all that well. But what would happen if we focused on using the few most effective channels really well? We'd be less exhausted and we'd reach more people. Diocesan leadership needs to lead the way and help their parishes make such wise decisions, too.*

(1) Facebook: <7% organic reach

(2) Bulletin: 5% open rate

(3) Email: 30-80% open rate

(4) Text Message: 99% open rate

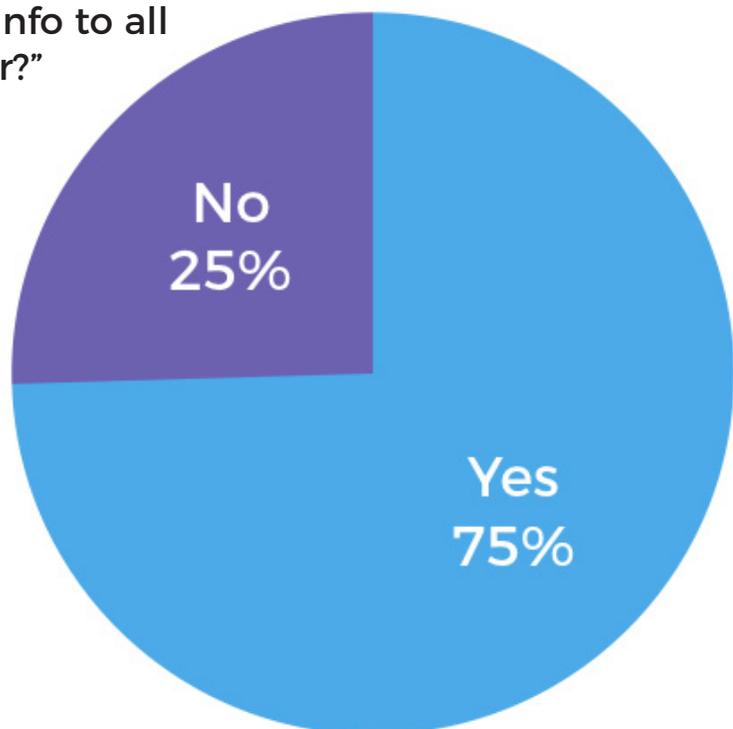
# 4 Most dioceses are unhappy with their ability to get time-sensitive info to a majority of their people.

Imagine...you get a new bishop, and you need to spread the news. Or perhaps there's a crucial pro-life vote at the state legislature, and the bishop needs to quickly mobilize his flock. Or maybe there's some controversial breaking news and the diocese needs to be the one to inform its parishioners first (instead of the mainstream media).

There's any number of reasons a bishop or a diocese would need to get a message to a majority of its parishioners, and get it to them quickly. The reality, however, is that most dioceses are dissatisfied with their ability to reach their flock.

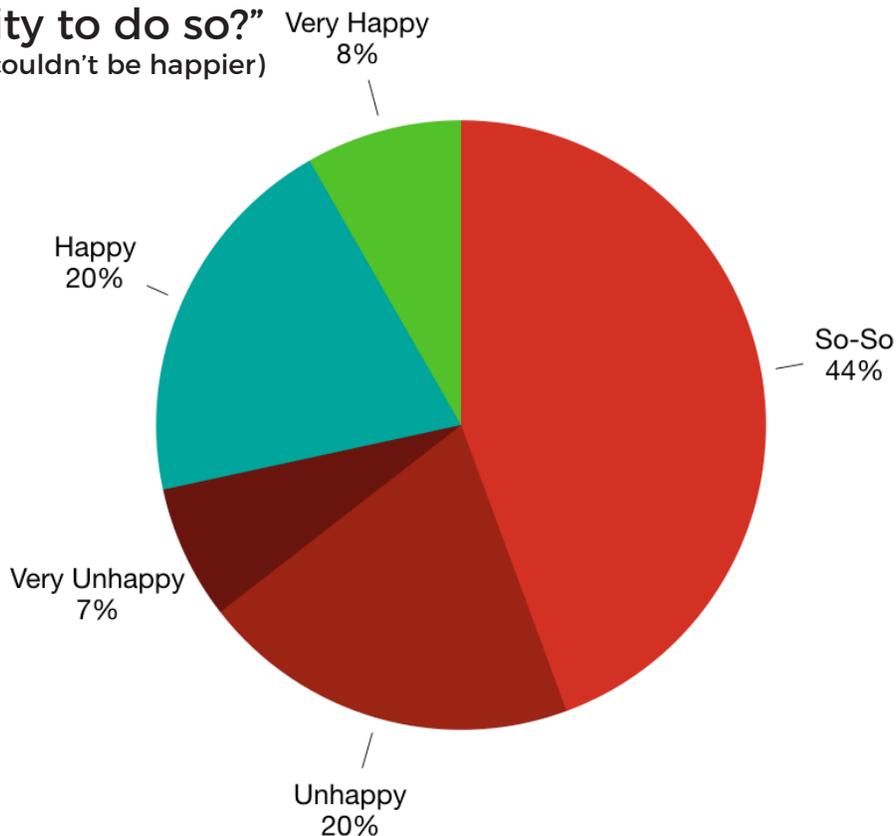
When asked if their diocese needed to communicate time-sensitive info to all parishioners within the past year, **75 percent** responded "Yes." When asked how happy they were (on a 5-point scale) with their ability to do so, **over 70 percent** of that contingent responded with an answer of 3 or lower.

"Has your diocese needed to communicate time-sensitive info to all members within the past year?"



## “If so, how happy were you with your ability to do so?”

(1 = It was the worst, 5 = I couldn't be happier)



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## KEY TAKEAWAY

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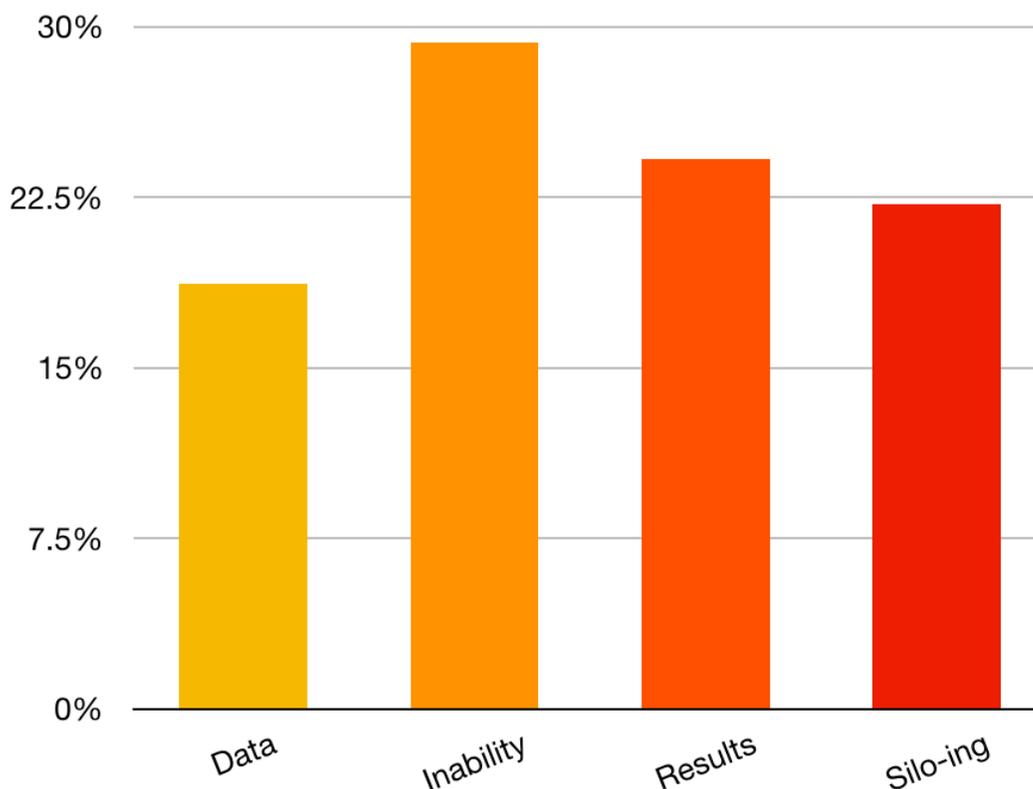
*A healthy organization can reach its people. Most bishops can't reach most of their people, period. Let alone reach them in a timely, affordable way. Even worse, most bishops can't even reach the majority of the people actively attending Mass every Sunday in a timely manner, much less the many Catholics in their diocese who are no longer attending. This is a huge problem. But it's actually not hard to fix. Getting the email address and mobile phone number (the best direct channels) of every parishioner (and then being able to easily use it) is a rather simple, straightforward and doable strategy. But it takes deliberate execution and the right tools. That is precisely why we've made this function and goal central to our work at Flocknote.*

## 5 Two major issues seem to plague every diocese: Capturing data and using that data to reach parishioners efficiently.

When asked to describe the challenges of trying to communicate with parishioners, four common themes stood out among the responses: insufficient data, unreliable or unpredictable results, a simple inability to reach people, and battles with “silo-ing” (where every leader in the diocese has a contact list, but few are shared, and sufficient collaboration to keep all data up-to-date is lacking).

At least one of these four was cited as a major challenge for **83 percent of dioceses**. And when you consider these four issues further, they can really be summed up as: The vast majority of dioceses either can't collect data and keep it up-to-date, or don't know how to efficiently use that data to reach their people (or both).

### Biggest challenge when trying to reach parishioners (themes)



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## KEY TAKEAWAY

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*That more than 4 in 5 dioceses aren't able to reach their people effectively is a major problem. Not only is having accurate data on parishioners a challenge, it seems that so is being able to use that data to communicate well (a point that could have to do with not having the right tools, or not using the right tools in the right way). Further, "Silo Syndrome" – where every parish has its own contact list and none of them are shared and dynamically connected – is epidemic among American dioceses. In our experience, this "silo-ing" of contact lists occurs just as often at the parish level across all of their ministries - severely limiting each pastor's ability to reach all of his members, too.*

*The fact that we are one Church is one of the best things going for us in the Catholic Church. Because of this, we must start connecting ourselves more dynamically and efficiently. When it comes to keeping up-to-date information on our people, one of the most important keys is collecting email addresses and mobile phone numbers for as many people as possible (not just the most engaged people). Once we have this contact info (giving us the best and basic communication channel with our people), it's then possible (and somewhat simple) to keep all of their other info up-to-date.*

*The email address and/or cell phone number is the new "home address" of our members. This is the contact info that changes the least frequently (often less frequently than our physical home addresses) and we rely on these for our most important communications (friends and family, banking, bill-paying, secure logins, social networks). Getting an email address and/or cell phone number should be the #1 priority for information we attempt to gather from parishioners. It's both the most powerful information to have and the simplest to gather (which is why we built Flocknote to do exactly this). We should start there. Doing that and then syncing it all together as one Church - across ministries and parishes - is key to overcoming these significantly debilitating frustrations.*

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## A third of diocesan leaders are happy with their websites, but almost all have room for improvement in specific key areas.

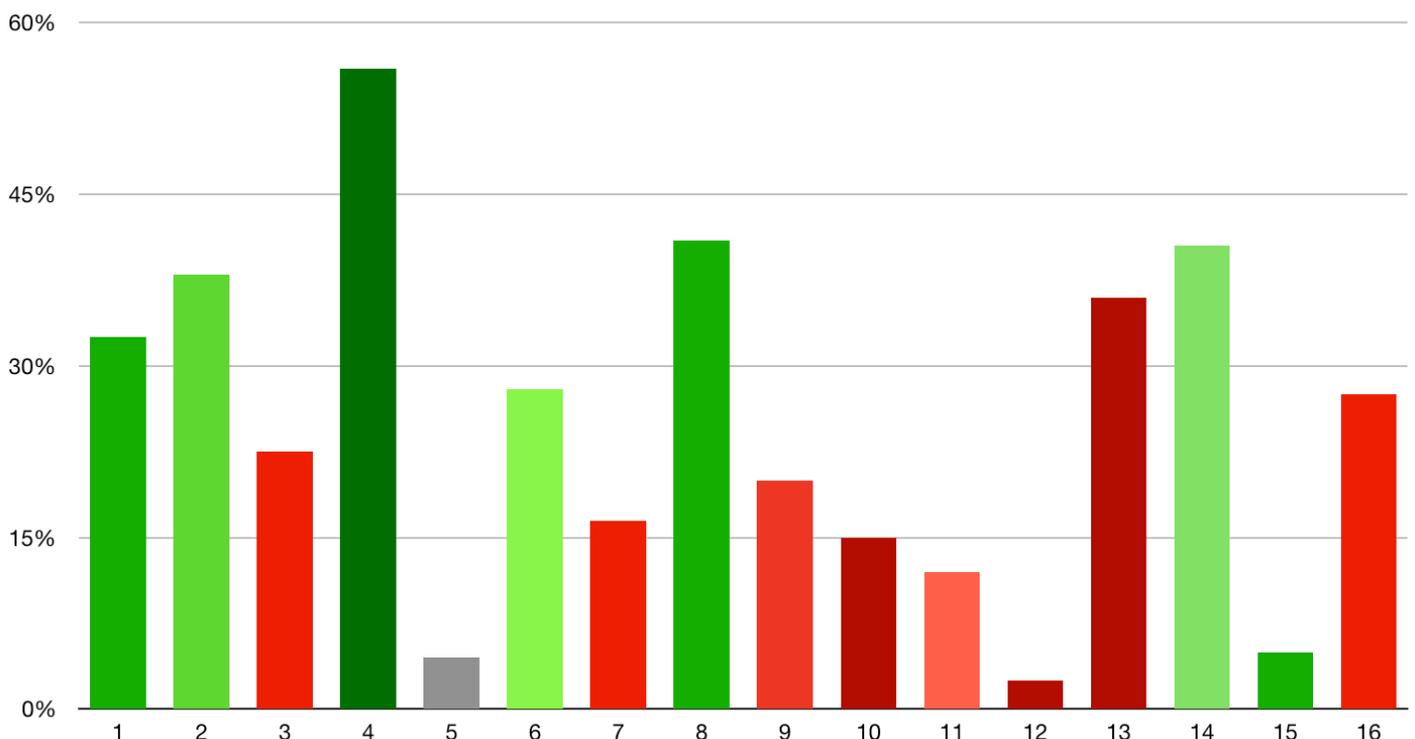
We also asked about the diocesan website. Does it reflect the beauty and dynamism of the Church, or is it a non-mobile-responsive relic from the last millenium?

Overall, 40 percent of the respondents said their websites are connected to social media, 28 percent report a great mobile experience, 12 percent capture email addresses effectively, and only 2.5 percent capture mobile numbers well.

Out of the 1/3 of respondents who are happy with their diocesan website, **75 percent** said the website reflected the dynamism of the diocese and **83 percent** reported an easy-to-find URL. Additionally, over half also checked the box for “great mobile experience.” Not bad, but we still have a ways to go.

What isn't great news is that even among the best websites -- those reported as beautiful, mobile-responsive, user-friendly – **less than one-quarter** collect email addresses effectively and **only 3 percent** collect cell phone numbers effectively.

### “What do you think of the diocesan website?”



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## KEY TAKEAWAY

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*A vast majority of those who were happy with their diocesan website reported these specific things as the reason for their satisfaction: Clean design, beautiful, easy to navigate, easy for staff to update, and (of paramount importance) mobile-responsive. Think of the website as a “front porch” of sorts for a diocese, parish, or ministry. If the front porch is clean, uncluttered, and beautiful, a person is much more likely to want to enter the house.*

*Additionally, just 1 in 10 diocesan websites effectively capture visitor email addresses well, and only 1 in 40 collect mobile phone numbers well. If email, social media, and text messaging are the most important and most highly recommended methods for getting the word out quickly, and being able to reach people effectively is essential for every organization, then diocesan websites are woefully behind the curve! Diocesan websites should at least be actively capturing email addresses (and perhaps cell phone numbers and social media connections, too, depending on usage).*

### **KEY (opposite page)**

- |   |  |
|---|--|
| 1 - Design captures the Church's beauty             | 9 - I can update website pages, but not easily                 |
| 2 - Design reflects the dynamism of our diocese     | 10 - I'm not able to update website pages                      |
| 3 - Design is cluttered and unappealing             | 11 - Effectively captures email address from visitors          |
| 4 - Common-sense URL / Easy to find                 | 12 - Effectively gets mobile phone of visitors                 |
| 5 - URL is confusing and difficult to find/remember | 13 - Doesn't capture visitor information well                  |
| 6 - Great mobile experience                         | 14 - Connected to our social media                             |
| 7 - Not mobile-responsive                           | 15 - I literally couldn't be happier with our diocesan website |
| 8 - I can update website pages easily               | 16 - Honestly? It needs a COMPLETE redesign                    |

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## WISDOM FROM DIOCESAN LEADERS

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Though most of the survey involved “Check all that apply” questions, or gauged satisfaction on a 5-point scale, there were a handful of questions that allowed each diocesan leader to elaborate on their own experiences, joys, and challenges. With such a strong sampling of diocesan leaders represented in this survey, these short answers were, in many cases, the most valuable data we collected.

### What’s your biggest challenge when trying to communicate with parish leaders?

*“They aren’t trained in communications and are often satisfied with just using their bulletin and a website.”*

- Communications Director at a diocese of 250k-500k Catholics

*“Having current lists (email etc). I am an intentional leader and communicator and nothing bugs me more than having someone in a parish tell me that they didn’t get something. It is a failure on our part to collect and distribute current contact information. We should not have updates sent in via paper form that are barely legible at best. I value good ministry and see it as a dereliction not to give our best.”*

- Faith Formation Director at a diocese of 50k-100k Catholics

*“There is a vast range of media literacy with parish leaders -- they are not a homogenous group, just as the pastors are not all at the same competency and motivation level. Getting them to see the importance, and giving them the tools they need are two of the most important things we need to do.”*

- Communications Director at a diocese of 500k-1 million Catholics

*“As always, CULTURE is the primary stumbling block for any improvement. Also, it’s probably a systemic reality that leaders don’t decide what needs to be done, then take measures to ensure rubber hits the road!”*

- Marketing / Communications Director at a diocese of 100k-250k Catholics

*“The roles vary by parish. In some parishes the website/social media/bulletin is run by a volunteer or there may high turnover. Keeping up to date contacts is a challenge.”*

- Multimedia Director at a diocese of 250k-500k Catholics

*“Breaking through the noise, adding value so they want to listen.”*

- Stewardship Director at a diocese of 25k-50k Catholics

*“Many hold other jobs and are not always easily accessible by phone or email and so the turnaround on certain items can be delayed.”*

- Faith Formation Director in a diocese of 10k-25k Catholics

*"Are they reading what we are sending? And if they are not, why not?"*

- Communications Director at a diocese of 250k-500k Catholics

*"A few of our leaders do not have email accounts. Pastors complained about receiving too many mailings and emails from various departments so now we can only communicate with them through the monthly priest email. This limits our ability to follow up when they don't respond. I use Constant Contact for our monthly newsletter/email and this sometimes gets filtered by their firewalls."*

- Faith Formation Director at a diocese of 250k-500k Catholics

*"Getting them to read the emails. And if they do, telling someone about what's in them and what I need for them to do. Most email goes to the pastors, but they aren't the ones that actually do the work needed. Getting the pastors to pass that information on is my biggest challenge."*

- IT Director at a diocese of 100k-250k Catholics

*"Pastors - so much depends on the openness and receptivity of the pastor. It does not bode well in the long run to bypass or work around - so we try to engage and bring them along."*

- Communications & Outreach leader at a diocese of 100k-250k Catholics

*"There is a considerable amount of apprehension about 'the Diocese' among pastors and parish leaders, which - I think - limits the positive reception of our communications."*

- Evangelization Director at a diocese of 250k-500k Catholics

*"Getting to know each leader and learning what ways they like to be communicated with, and getting them to respond. It is time consuming and challenging to have to use multiple methods to reach them."*

- Youth Ministry Coordinator at a diocese of over 1 million Catholics

*"We have a large rural area where electronic communication is not available."*

- Evangelization Director at a diocese of 500k - 1 million Catholics

*"Our diocese is so big. It's hard to get everyone together at the same time, so it feels almost impossible to communicate with everyone."*

- Vocations Director at a diocese of over 1 million Catholics

### What's your biggest challenge when trying to communicate with parishioners?

*"The challenge would be that we do not have a mechanism to reach all the faithful throughout the diocese."*

- Communications Director at a diocese of 250k-500k Catholics

*"Having current email addresses, and knowing who to communicate with. Plus, working with parish secretaries who are literally 'gatekeepers' to what Father or other parish staff see."*

- Faith Formation Director at a diocese of 50k-100k Catholics

*"Other than weekly bulletins, many parishes do not have any way to communicate with their parishioners."*

- Communications Professional at a diocese of over 1 million Catholics

*"The changing of persons in positions as well as keeping emails updated. We are a mission diocese and therefore have a lot of volunteer leaders which leads to a tremendous number of turnovers."*

- Faith Formation Director at a diocese of over 1 million Catholics

*"[There's a] disconnect between parish and diocese -- many people welcome communication from their parish but are suspicious/reluctant when it comes from the diocese"*

- Faith Formation Director at a diocese of 250k-500k Catholics

*"Currently we have no way of communicating with parishioners. We send an e-mail to pastors asking them to put something in their bulletin. Some do, some don't and we have no way of knowing who has received the message."*

- Bishop's Secretary at a diocese of 10k-25k Catholics

*"There is still a very 'top-down' approach where we communicate with parish staff personnel and then stuff has to get filtered down to people in the parishes. Often, people don't get info because someone up the line deems it unimportant or doesn't have time or doesn't have the means to communicate it down the line to all the parishioners."*

- Evangelization Director in a diocese of 100k-250k Catholics

*“Having a good way to reach them. We don't currently have parishioner emails nor do the majority of our parishes engage in electronic media as a consistent means of communicating with their parishioners.”*

- Communications Director at a diocese of 50k-100k Catholics

*“The Bishop and Vicar General lacking an understanding of communication technology and an unwillingness to embrace ‘new media.’”*

- Communications Director at a diocese of 25k-50k Catholics

*“Not everybody is listening! People are at many different levels of commitment to their faith journey with quite a few not faithfully attending Sunday Mass ... and a good number who move around from parish to parish ... which means they are not hearing a comprehensive message of spiritual growth or parish plan.”*

- Vicar General at a diocese of over 50k-100k Catholics

*“Ensuring that you have accurate contact information. If a diocese does not utilize a connected management system (i.e. Parishsoft, PDS, etc), it makes it more difficult to keep track of just who is in your parishes.”*

- IT / Social Media Director at a diocese of 100k-250k Catholics

*“They don't want to be communicated with. We don't have enough relationship with them to make communication effective, and using digital communication to replace a complete renovation of ministry efforts isn't going to work. Your Facebook page isn't going to save your ministry, and Father's tweets only go so far.”*

- Social Media Director at a diocese of 100k-250k Catholics

*“Not overstepping the pastor's role as leader of their church community, but still presenting important information in a cohesive and timely manner.”*

- Mission Director at a diocese of less than 10k Catholics

*“The mindset of ‘elders’ in administration who barely get their own email, much less understand the implications of communications and the technology tools available that could assist us. Now more than ever, it's important to bring the Gospel of Christ to where people are: on their phones and screens.”*

- Communications Director at a diocese of 50k-100k Catholics

### What's the most valuable lesson you've learned in communicating with parishioners as a diocesan leader?

*"The parishioners are very appreciative if we communicate directly to them."*

- Evangelization Director at a diocese of 100k-250k Catholics

*"There is a technology gap between those working in the parishes and the people in the pews. There is also a huge problem with not maintaining website information and relaying messages about events and ministry opportunities in a timely manner. Not consistent in what is reported and in how timely it is reported. Frustrating to say the least!"*

- Faith Formation Director at a diocese of 50k-100k Catholics

*"It is as important to listen as to share information."*

- Family Life Director at a diocese of 50k-100k Catholics

*"Let them choose how they want to be communicated with and never rip their email address off a list... ALWAYS use opt in. Diocesan and parish leaders need to stop being 'desperate communicators.' I'm sorry media saturation exists, but that doesn't excuse ineffective, rude communications techniques."*

- Social Media Director at a diocese of 100k-250k Catholics

*"Relevant, consistent, repetitious, and quality messaging is key and the channels you use will make a big difference."*

- Associate Evangelization Director at a diocese of over 1 million Catholics

*"Beautiful emails are best."*

- Youth Ministry Director at a diocese of over 1 million Catholics

*"Parishioners are very interested in what other parishes are doing, even more than what the diocesan office is doing. The Bishop sells. If it is from the Bishop then people are more willing to read. Parish staff, however, will read/listen if it is relevant to their work."*

- Communications Director at a diocese of 50k-100k Catholics

*"Try to be specific to limit confusion, in a mission diocese like ours, you must make the people feel important and that you are thankful for them as part of your worship community."*

- Development/Communications Director at a diocese of 10k-25k Catholics

*"People will always complain."*

- Communications Director at a diocese of 50k-100k Catholics

*"Stop taking a one-size-fits-all approach to parishioners. Imagine, resource, and organize database-driven means to communicate to particular ministries, functions, roles, and groups."*

- Priest and Evangelization Director at a diocese of 250k-500k Catholics

*"Make sure they know why you're communicating with them."*

- Communications Professional at a diocese of 500k-1 million Catholics

*"From the news that we have needed to communicate to our population, I feel that it is crucial to respond promptly when appropriate and do so concisely. There are so many outlets in which people can obtain information from, many of which will put their own twist to the story."*

- Evangelization Director at a diocese of over 1 million Catholics

*"It is incumbent upon the communicator to get the message heard. If they do not 'receive' the message, it is up to us to find a more effective way."*

- IT Consultant at a diocese of 100k-250k Catholics

*"Not everyone is getting the news. I write a Pastor's Desk column each week, but not everyone takes a bulletin. And even though our bulletin is on our parish website, how many go there to read it? Bishop writes each week in our 12-page diocesan newspaper, but only 1/3 of my 750 families receive the paper in their home mailbox. Plus, we still don't have an electronic version online for the young people, and they refuse to take hard copy news."*

- Vicar General for a diocese of 50k-100k Catholics

*"Pastors are gatekeepers of messages. Keeping the priests informed and engaged is vital to getting information to their parishioners."*

- Communications Director at a diocese of 500k-1 million Catholics

*"Adding value for the parishioner is what's most important-- make what you're sending applicable to their ministry. I have to communicate in such a way that I support them, and not feel as though I'm constantly asking something of them."*

- Young Adult Ministry Director at a diocese of over 1 million Catholics

*Now, more than ever, we're committed to continually improving and evolving to meet the needs of the Church in this changing world, and working directly with parishes & dioceses to make that happen.*

*That's why we did this unprecedented study – to listen and learn.*

*If you have additional insights or feedback, please reach out to us at:  
**help@flocknote.com.***

**- The Flocknote Team**

