



Overview

June 2011 to June 2013

Trinity Missions Website:

In 2011, the Community's three existing websites were consolidated into one website in English and Spanish called Trinitymissions.org. Maureen McEvoy, in conjunction with the staff at Trinity Missions, oversaw the design, including a content audit, the creation of inventory website pages, as well as the completion of the site navigation map. Her responsibilities included selecting and captioning images, uploading and designing content layout in WordPress and researching and writing first drafts of content for the following pages on both websites.

Who We Are: Missionary Family

Who We Help: Landing page, Colombia, Costa Rica, Mexico, Puerto Rico, and United States)

News and Media: (Latest News, Speaker Biographies, Photo Galleries)

Vocations: Fr. Francisco Gomez, ST authored the following articles (Is God Calling You?

Training for Mission, Mission Experience and A Brother's Vocation) Maureen McEvoy edited the content, selected images and captioned them.

Member-Only Area: (Created drop-down menu navigation, uploaded all documents, oversaw and managed the creation of ST Directory)

Digital Media Platform:

To support the TM website, she created Face Book, Twitter and Wikipedia pages, a You Tube channel and a Flickr account.

Mission Visits:

September 2011	Blessing of Most Holy Trinity Church in DeLisle, Mississippi
September 2011	10th Anniversary of 9/11 in Stirling, New Jersey
January 2012	Ordinations in La Estrella, Colombia
March 2012	Visit missions in Puerto Rico
July 2012	Holy Trinity, Alabama (Alumni Gathering)
November 2012	Tallahassee, Florida (Power for Good project)
January 2013	Novitiate, Mexico (Ordination and Power for Good testimonies)

During each visit Maureen McEvoy was responsible for gathering stories, ST biographies, pictures, videos, and MCA and lay-person testimonials. All materials were shared with Trinity Missions to use in their promotions to donors. Upon review of potential publicity opportunities press releases were sent to diocesan and local secular papers, e-blasts were sent to the Family Branches, ST Community, and Alumni as well as posts and tweets on Face book and Twitter



MPO & Alumni:

From 2008 to 2013, Maureen McEvoy facilitated various requests from Trinity Missions' staff to Community members, ranging from appeals for biographies, to articles about mission celebrations and events, as well as pictures and video. Her contribution to the Foster Parent program included facilitating requests for habit dressing ceremony pictures and biography details for introductory letters to benefactors. Also, she coordinated for more one year with Fr. Stephen Ernst, ST to select daily quotes, in English and Spanish, from Fr. Judge's Reflections to publish in TM e-blasts.

As the Community's alumni liaison, she participated in two alumni gatherings (Stirling, N.J. and Holy Trinity, Ala). From managing *Save the Date, Invitations* in snail and email mailings to more than 300 alumni, and *RSVPs*, to collecting and distributing accommodation and transport details to participants. She collaborated with TM's former online marketing manager, Mfon Akpan, to plan, design and publish TMs first alumni e-blast in 2012.

Branding: Vocations

In 2011, the Council approved Branding guidelines for the four current Vocation Directors and five Houses of Formation. The elements of the guidelines including logo, Community name, and tag on stationery and email signatures have been implemented. Fr. Rafael Pisso, ST in his role as VDC Director has assumed charge of leading the implementation of these guidelines on digital media platforms.

Missionary Servant Immigration Statement:

It was recommend that the Community's Immigration declaration be published by the Communications Office in whatever media outlets were deemed appropriate, e.g. newspapers, internet, television and radio. It was also recommended that these communications be coordinated with other immigration organizations and reform efforts. The first press release was sent to 37 media outlets, American and Hispanic, and Social Justice Organizations in January 2012 ahead of President Barack Obama announcement that his administration would stop deporting young illegal aliens. A second press release was resent to an additional 22 media outlets in April 2013 before the reintroduction of Dream Act legislation in Congress and in support of immigration rallies that were held in Washington, D.C. and attended by Fr. Roberto Mena, ST and Br. John Skrodinsky, ST.

Media Training:

Fr. John Edmunds and Br. John Skrodinsky received media training to assist them in their ministries.



Overview

In February 2013, Fr. Roberto Mena, ST was assigned to the Communications Office as the Community's first Hispanic Communications Director.

Trinity Missions Website:

Since June 2013, the Community's website has been under the care of Trinity Missions staff. Both Maureen and Fr. Roberto continue to oversee responsibility for the Vocations, News and Media and Member-only portions. In the last 18 months, new pages have been built under the Vocations drop-down menu, including (Three to be Ordained, Meet Our Novices, Member Statistics, Vocation Prayer, Vocation Director Contact page). By the Vocation Department's request, Maureen and Fr. Roberto liaised with Matrix (our website hosting company) to oversee two technical projects A) To hotlink email addresses of Vocation Directors and B) Provide an interactive Vocation Profile Form.

Missionary Cenacle Family Website:

The Community was represented by Fr. Roberto Mena, ST on the Family Website Committee. In his capacity as advisor, he shared his suggestions for editing, designing and creating content to be published on the website. He was delegated to editing and proof-reading the entire content of Spanish Family website.

Translations:

Maureen McEvoy edits and rewrites content received in the department. She is responsible for taking pictures, captioning, and sharing them. She writes press releases, pitches stories to media outlets and facilitates biography and image requests, from American newspapers and organizations. Fr Roberto Mena has made himself available to write and edit documents as well as translate for the following:

Trinity Missions: (Edited headlines, social media posts, biographies, e-blast stories, and Novena and prayer requests. He connected with confers to provide video for "Missionary of the Month" profiles. As needed, he spoke with Spanish speaking donors requesting prayers and asking for Spiritual direction.

Vocations: House of Formation monthly reports, website pages.

Communications Office: All news bulletins generated from the office as well as translations for the website. Produced magazine/newspaper advertisements, Obituaries, E-blast banner headers.

Missionary Cenacle Family: (MCA & MSBT) News bulletins, prayers requests, MCF Spiritual exercises.



Digital Media Promotions:

In lieu of pursuing traditional publicity channels, the Council tasked Maureen and Fr. Roberto to evangelize sharing the Missionary Servants' charism and to build an online community network of Friends on Facebook and Followers on Twitter. Adopting the theme *How has the Gospel Inspired you to be a Missionary?* the first campaign was launched in spring 2014 for 41 days. The second campaign, *Fr. Judge as a Power for Good* commenced for 41 days in the fall of 2014. So far we have 7,785 Likes on Face book and 463 Followers on Twitter. We have received six inquiries from men who are interested in connecting with vocation directors. To augment the campaigns and to broaden our online audiences and engagement, advertisements were designed in English and Spanish to run simultaneously on lay websites promoting the Vocation portion of website and Face book page. To consolidate the Community's position on immigration, we strove to unite with other social justice organizations and minority groups, by following the USCCB's Cultural Diversity Guidelines to reach African American and Hispanics, on Facebook and Twitter. In 2015, we plan to publish two more social media campaigns.

Internal Community Promotions:

The Communications Office uses Constant Contact, an online email marketing company to generate Community e-blasts and to act as a contact database for English (24) and Spanish (26) media professionals, Social Justice Associates, (13) Alumni, and the Missionary Cenacle Family.

In the last six months, the ST Communication e-blast templates have undergone a second redesigned with an upgraded layout and new banner headers. Going forward, we will reduce our email output to two blasts per week. In addition, we have managed publicity for the Vocations by designing ads for religious publications including *The Guide to Religious Ministries*, *Oye! Colorado Catholic Herald*, and *the Catechist*. In February 2015, we pitched a story to Vision Magazine about Fr. Alexis Zúñiga, ST and his ministry in Honduras, he was interviewed by an editor at the magazine and his story will be published this summer.

For two years, the communications office has arranged and facilitated Skype and conference calls between the STs in senior ministry at FJMC and novices as a way for them to connect, share stories and experiences with each other.

Fr Ray Riding wrote this testimony to the success of this event:

"They (novices) all expressed a tremendous joy (I think that came out during the conversation) sharing with our men there. One brother expressed how much he was touched by the interest of our older men and the joy and self-giving of the men telling a bit of their stories which has led him to give even more of himself in his formation as a Missionary Servant.



Another brother said how much he feels "at home and in family" by talking to and listening to and being listened to by our (elder) brothers. Another brother said: "Qué rico y bendecido me siento siendo parte de la comunidad de los hermanos mayores." They all said: "We have to do that again". And one brother mentioned privately to me that he felt so drawn to our older brothers and blessed by them and who they are and their stories that he has felt a strong desire to go personally and meet the older men and be with them...even to the point of spending his vacation time doing that instead of going home to his family. SO THANK YOU."

Fr. Roberto Mena's Media Evangelization:

Fr. Roberto is the Hispanic Communications Director for the Community. A much-in-demand contributor, he has two programs in ESNE Radio Mondays from 6:45-8:00 pm ET (www.esneradio.com and www.elsembrador.org) and EWTN Spanish radio (www.ewtn.com/espanol/radio/envivo/oracionyvida.asp.) His homilies are published in Spanish at www.parishworld.net. Also, he broadcasts on local catholic internet radio show at (www.feycaridad.us) and on programs through a Smart Phone Application called TUNE IN and on the computer at (www.tunein.com). He is a current contributor to En Familia Radio, Radio Fe y Caridad, Radio Manantial de Amor, Radio Kerigma in Washington, DC, Creativision Radio and Radio EWTN Catolica Mundial.

He is a religious writer and correspondent for the Washington, DC newspaper *El Tiempo Latino* (www.eltiempolatino.com) and the Californian online paper (www.vidasmarcadasporlafe.org.) On some occasions, he is interviewed on church topics on the national television station Mundo Fox. (www.noticiasmundofox.com.)

Since 2013, he has been an advisor to the Spanish Media Commission in the Communications Department of the Archdiocese of Washington, D.C. A highlight for Fr. Roberto was his visit to Rome in April 2014 where he reported on the canonization of St. John Paul II and St. John XXIII.

Professional Development:

Maureen and Fr. Roberto have taken classes together and separately to further their education qualifications.

The Learning Resources Network: Certificate in Social Media for Business

Constant Contact: Advanced Email Marketing Book Camp

UMUC: Writing classes (Writing for Managers, Advanced Business Writing)

UMUC: Marketing classes (Integrated Marketing Communications, Non-profit Marketing)

Browne Innovation Group: Certificate in Online Marketing - Acquiring the New Generation of Supporters.