

## VIDEO / AUDIO

### In-Pew Weekend

Included in your Parish Kit is a DVD with Bishop Malesic's message to the faithful as well as three client impact stories to be used on In-Pew Weekend. Please make every effort to share this with your parishioners during each Mass on February 14th and 15th and follow the guidelines for additional communication below.

- To ensure all audiences have the opportunity to view the video, please refer to the guidelines for Livestreaming on page 25.

*If you prefer to use Bishop Malesic's audio message, please contact Sarah Gozur\*. CDs are VERY limited!*

### Follow-Up Communication

In previous years, parishes have done a tremendous job of showing the video and playing the audio during Mass. This year, you have the choice to show the longer video, which we encourage, or one or more of the shorter videos. We encourage you to share these videos with your parishioners in the following ways:

- Embed the videos on your website
  - Instructions can be found at [CatholicCommunity.org/ParishMaterials](http://CatholicCommunity.org/ParishMaterials)
- Send each video in a series of emails
  - Email templates can be found at [CatholicCommunity.org/ParishMaterials](http://CatholicCommunity.org/ParishMaterials)
- Share the videos on your social media platforms
  - Refer to the Social Media Guide on page 23

### The Importance of Each Video

These videos help to illustrate the many services provided to thousands of people in each part of our diocese every day through Catholic Charities programs and services. They tell the stories of real people whose lives have been changed by Catholic Charities and the importance of promoting it to your parishioners cannot be overstated.

*\*If you have questions or need assistance sharing these videos, please contact Sarah Gozur via phone 216-696-6525 x1910 or email [sgozur@catholiccommunity.org](mailto:sgozur@catholiccommunity.org).*

