

Saint Luke Parish Project Charter Template

Project Name: Mature Email Blast Process Parish Area of Focus: Communications Area of Focus Process Owner: TBD	Creation Date: 5/14/2014 Charter Author: Mark Price
Idea Source for Improvement: Parish survey and parish staff	
Opportunity or Problem Statement When: Over the years the parish has relied on the weekly bulletin as the primary source for communication to all parishioners. Other less frequent forms of communication included bulletin boards and publishing news on parish website. What: In the survey results, a significant number of respondents said “.....I don’t know what is going on across the parish...” The voice of Parishioners also indicated that 77% respondents desire to receive more information through email. 36% of respondents indicated they are not aware of parish volunteer needs and 30% do not know who to contact.	
Project Objectives & Goals Statement ✦ Document and implement a mature parish email distribution (“blast”) by September 2014 ✦ Increase availability of parishioner family email addresses in the Parish Database to 80% by October 2015 (currently the parish has valid email addresses for 56% of registered families).	
Project Scope In Scope: Communications from all organizations and ministries of the parish such as music, ministers, message from pastor, prayer intents, etc. Out of scope: Website enhancements.	
Project Plan Project Start - started April Team Selection Complete – June 10 Pilot – Pilot 1 completed April 15. Pilot 2 May 8 Document process – by July 31 Identify process owner – by July 31 Council Control Review –August 20 Project Complete - August 30	
Team Selection Parish Council 1 – Joe Parishioner 1 – James Parishioner 2 – Maria Parishioner 3 - Janet Staff – Paul Ministry – Annette School – N/A	