



REGNUM CHRISTI

A step-by step guide to
building your team &
communicating
effectively

Locality Marketing & Communications





What do we mean by Marketing & Communications



Communications

- focuses on conveying a specific message
- storytelling & content creation
- can be informative or inspiring, practical or creative
- focused more on building identity, sharing a vision, telling a story, creating cohesive content



Marketing

- brings the message and content to reach people where they are at
- connects the need people have with the answers you offer
- focused more on tools like websites, social media, graphic design, analytics



A Great Marketing & Communications Plan

- creates impactful content & connects with people through cohesive messaging and channels
- gets the right message to the right people in the right way
- builds an identity and an impact
- relevant and timely
- effective & mission-driven

Who do I Need on the Team?

The Role of the RC Locality Marketing Coordinator

Scalable to be **a volunteer, a team, or a professional**, depending on the needs of the locality.

CORE COMPETENCY: Understands and can communicate the identity and mission of Regnum Christi through various media.

Marketing & Communications Functions:

- Build and manage a locality Marketing & Communications plan and content calendar
- Manage locality website (if applicable) and social media accounts
- Add local events to the calendar on regnumchristi.com
- Create and publish newsletters, as well as print and digital materials (such as social media memes, event & activity promotions, videos, flyers, PowerPoint presentations)
- Connect & Collaborate with team members, locality leaders, the Territorial Office of Marketing & Communications, and other Locality Marketing Coordinators throughout the territory.
- Ensure communication across locality is consistent in messaging, and coordinated in timing and delivery
- Ensure the distribution of territorial communications through local channels is happening in an effective way.
- Ensure all digital and print promotions are in keeping with the RC Style Guide
- Content and copy writing, as well as editing for website, social media, print & digital promotions, newsletters
- Work with locality leadership to build their messaging in a way that will communicate well with all audiences
- Support the locality in making sure the identity and mission of Regnum Christi is well expressed and communicated according to a communications plan

Key Skills:

- Strong writing and language skills
- Social media marketing experience
- Website development and/or management experience
- Email marketing experience
- Light Graphic design experience (Canva)
- Light video creation and editing experience
- Great collaborator
 - with local leaders
 - with Local Marketing Team
 - with Territorial Team

Resources Available

for RC Locality Marketing Coordinators

The Territorial Marketing & Communications Team



Kerrie Rivard
Director of Marketing & Communications
678-896-8726
krivard@arcol.org

The RC App

Newsletters

Social Media

Marketing & Communications Tools on RC Mission Support



WHAT YOU WILL FIND

GUIDE TO THE RC EVENTS CALENDAR

Easily upload events for promotion across your locality and the territory!

LOGOS

Official logos for Regnum Christi, ECYD, Legionaries of Christ, Consecrated Men and Women, localities, and National Programs

BRAND STYLE GUIDE & MANUAL

Official font, color and logo usage, as well as parameters for design

SOCIAL MEDIA TRAINING VIDEOS

Learn how to start and use Facebook, Instagram, and YouTube accounts for your locality.

POWERPOINT TEMPLATES

Professional branded powerpoint templates

BROCHURES AND STANDING BANNERS

Designs for brochures and banners that you can have printed locally or online.

LOCALITY ART

Art commissioned by an Italian artist for each locality, as seen at the top of the locality pages on regnumchristi.com

VIDEO & PHOTOGRAPHY TUTORIALS

Step-by-step guides to getting the most from your photography and videography.

COMMUNICATIONS STRATEGY

What are we communicating and to whom?

Information vs. Communication



Information

- Calendars
- Events
- Registration and Giving info
- Channels for contact
- formation offerings
- Apostolic information
- Organizational info
- Clear ways of finding information from different institutions



Communication

- What is Regnum Christi?
- Identity building
- Ways to build communion
- Ways to grow spiritually and vocationally in the charism
- Ways to know, understand, and live the mission



Audiences

- What information and communication does each audience need?
- What resources are available?
- How will we communicate this to them effectively?
- When?
- By Whom?

Who are our audiences?

- Formators (RC group team leaders, spiritual directors)
- Communities of LCs/CRC/LCRCs
- Lay Members
 - adults
 - men/women
 - young adults
 - men/women
- Non-Member Participants
- Discerners
- Parents of ECYD Members
- ECYD Club Leaders
- Missions Leaders & Participants (non-RC)
- People in our programs/schools/missions
- Parishes
- Collaborators
- Others?

And what do they need us to communicate?

Building a Marketing & Communications Plan

example:

Audience	Communications/ Information Objective	Message	Channel/s	Timing
Members of all vocations	Build communion, inspire a common vision	Stories of local members living their vocation & Mission as RC members locally (locally written or shared from Territorial site)	Monthly newsletter, locality social media	Twice a month-stories relevant to the liturgical season and timed with apostolic work as possible
Young Adults	Inform about mission opportunities	Shareable invitations to missions and retreats with all practical details	Memes for for Instagram and text messaging with links to registration page	Share annual calendar of missions bimonthly, share memes with registration promotion one month and two weeks before each mission.
Lay Members	Encourage participation in means of Spiritual Growth. Inspire and ignite the desire to grow in their spiritual life through retreats.	Christ is calling you in to the deep, plan for your time away with him.	Brief written or video spiritual reflections with invitations to retreats in Monthly newsletters 2 months before each retreat. Memes to promote retreats on social media and text messaging. Web page with details for registration	August: publish calendar of retreats for next 12 months on website. 2 months before each retreat: publish Spiritual reflection with invitation Monthly: share memes with information about retreats happening that month on social media and text messaging (TLs)
Members and Friends of Regnum Christi	Invitation to Christ the King Celebration	You are a part of the RC Spiritual family and you are invited to pray and celebrate with us!	<ul style="list-style-type: none"> Mailed invitations Monthly Newsletter with invitation from RCD and event details personal invitation from team leaders and apostolate directors social media promotions Webpage with details 	September: create materials, contact people who will promote October: publish web page, mail invitations, include in Newsletters November: Share on social media and make personal invitations
College age and young adults	Encourage vocational discernment	Discover who you were created to be	memes and short video invitations to discernment events on social media and for text messaging	4 weeks before each discernment event