

POWR  Panel
Webinar

POWR
Social Media & Marketing



Webinar moderator:

Daniel Sturm is Special Projects Manager at Migration and Refugee Services, United States Conference of Catholic Bishops.





Today's POWR Panel

Social Media & Marketing



→ Today's Presenter:

Dena Dyer, Community Liaison for the Refugee Resettlement Division of Catholic Family Service, Inc., in Amarillo, Texas.

→ Today's Topic:

This webinar discusses how social media and marketing strategies can increase a program's visibility, donations and volunteer power.





About POWR



- 1. The Parishes Organized to Welcome Refugees** program's (POWR) goal is to develop long-term, sustainable programs. POWR's funding augments government funding to resettle refugees (passed through to dioceses by USCCB/MRS).
- 2. POWR offers grants totaling \$500,000 to 28 dioceses** and is supported entirely by the United States Conference of Catholic Bishops/Migration and Refugee Services.
- 3. The funding is intended to assist USCCB/MRS affiliates and parishes in the mission of welcoming refugees** – a role that the Church has played since the founding of the United States.





Development Facts

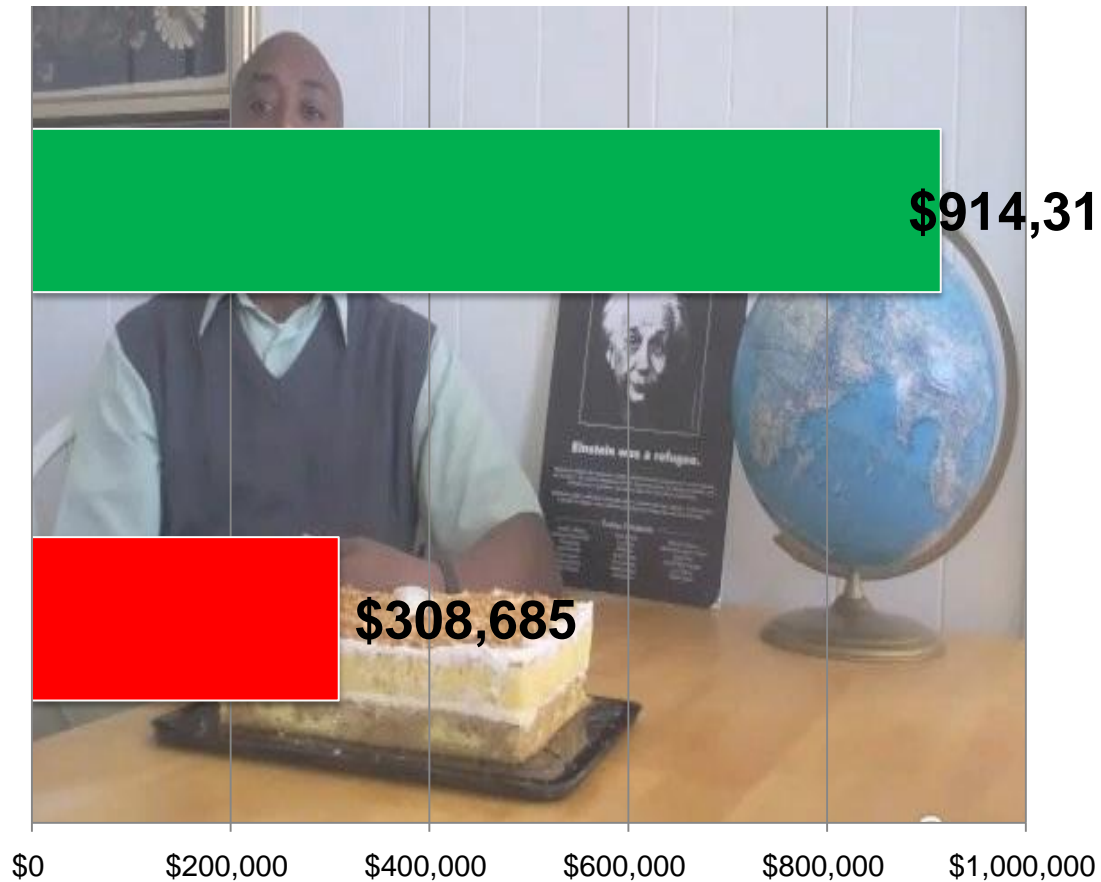
Reporting Cycle: July 1, 2010 – June 1, 2011

Cash & In-Kind
Fundraising

\$914,316

USCCB
Expense

\$308,685





Development Facts

	USCCB Expense	Network Outcome	Yield
Cash- and In-Kind Fundraising (Total)	\$308,685	\$914,316	1 : 3
Cash- and In-Kind Fundraising (Per Site)	\$11,024	\$32,654	1 : 3
Number of Volunteers Recruited (Total)		1707	

**Reporting cycle: July 1, 2010 - June 1, 2011*



POWR Program Beyond 2011

No Power Outage!

1. Six Month Continuation of Current Grant Cycle

- Awards will be distributed for up to 50% of the total amount awarded last year.
- The continuation grant cycle will begin on July 1, 2011 and end on Dec. 31, 2011.

2. Continuation of POWR into 2012

- The USCCB/MRS intends to make funds available to continue the POWR program into 2012.
- Current POWR program participants are welcome to apply for this grant again. The new grant cycle will begin Jan. 1, 2012 and end on Dec. 31, 2012.
- MRS will circulate a new Request for Proposals by Oct. 1, 2011.





POWR Documentation

POWR Post
January 2011 (Vol. 2, Issue 1)

The POWR Post is a monthly e-newsletter sharing success stories of the USCCB/MRS Parishes Organized to Welcome Refugees program. Do you have any news items, stories or pictures relating to your parish program that you would like to share? If so, please contact Daniel Sturm at dsturm@uscpcb.org.
~Daniel Sturm, MRS Special Projects Manager



Donations

Tons of Household Help (Arlington, Virginia)
Ten diocesan parishes hosted Giving Tree Drives for our clients. We found particular success in gathering items grouped under the category of "Household Help," including paper towels, toilet paper and floor cleaner. We also requested hats, gloves, new pajamas, socks, school supplies, baby clothing, general supplies and furniture, and gift cards to go towards transportation to job, food, and basic necessities. One parish also requested to collect toys for the children. Through these 10 Giving Trees, \$16,613 was raised in gift cards and \$1,130 in cash for client emergency needs. Additionally, more than 7,000 new items were collected.
Rebecca Cormier Ruiz, r.ruiz@arlingtondiocese.org

Flyer Campaign Succeeds (Des Moines, Iowa)
Parishes circulated a flyer requesting seasonal clothing and advertised information about an online Target gift registry. In December, we received more than 400 coats. Other outreach included a presentation to the Knights of Columbus chapter in Ankeny, Iowa. This group has hundreds of registered members. After learning about the realities of refugees' adjustment struggles, they were asked to assist with apartment set-ups and furniture pick-ups.
Megan Tibodeck, mhibodeau@dmidiocese.org

One Hundred Students Donating Blankets (San Antonio, Texas)
St. Peter, Prince of the Apostles, motivated its parish in creating a giving tree, and collecting Christmas gifts for 20 families with children. St. Matthew's Catholic School collected one hundred winter blankets for refugees. One hundred students and teachers participated in this donation drive. One volunteer was a Priest from Africa who was able to hear confessions of Catholic refugees in the refugees' native language. The amount of dollars raised through POWR for this month is \$15,261.33 (cash). The increase in giving is due to the volunteer coordinator having additional staff that can pick up more donations to distribute to refugees.
Patricia Walker, pwalker@cccausa.org

Refugee Christmas Party (Nashville, Tennessee)
At our Refugee Christmas Party, \$30,000 worth of gifts were given to clients. Donations for this party itself – including the ballroom, food, family portrait photographers, and entertainment were valued at \$11,088. Donations of household items, clothing, and toys valued at \$15,325.
Kelye Branson, kranson@godtem.org

- **USCCB/Migration and Refugee Services launched an electronic discussion list and monthly e-newsletter, *The POWR Post*, to document the successes of the program. This publication helps program participants (and other USCCB/MRS network affiliates) learn from one another, and thereby leverage new funding sources and improve upon their own programs.**
- **The electronic publication is accompanied by a series of workshops (“POWR panels”) related to resource development and program oversight.**

→ uscpcb.org/mrs/diows/powr.shtml



POWR Media Outreach

The Refugee Storyteller Project in Nashville, TN

In Nashville, TN, the POWR program has received **training and resource support from its regional public television** to train 15 staff members and clients to become videographers and tell stories about American life from a refugee perspective.



→ usccb.org/mrs/diows/powr.shtml




POWR Media Outreach

The Refugee Storyteller Project in Nashville, TN

YouTube - Ma'aza the Ethiopi...

Ma'aza the Ethiopian Baker

NPTnextdoorneighbors 4 videos



1:56 / 3:33 240p

→ www.youtube.com/watch?v=SPBhwm1j1aA



Social Media Resources

“New Media”

Nonprofit Tech 2.0 Blog – A Social Media Guide for Nonprofits

→ <http://nonprofitorgs.wordpress.com>

Nonprofit Technology Network – This website provides tips about important issues in nonprofit technology

→ <http://www.nten.org/learn/bytopic/social%20media>

“Old Media”

CLINIC Immigration Management Manual – This curriculum covers program design, case selection criteria, fee schedules, funding sources, marketing, training, accreditation and representation ethics

→ <http://tinyurl.com/6fyanpq> (Marketing and Media)

→ <http://tinyurl.com/6xuxt36> (Complete Manual)

MRS Members Only Website – Check out our media relations materials

→ <http://www.usccb.org/mrs/diows/media.shtml>



Today's Speaker:

Dena Dyer



Dena Dyer's background is in professional writing and speaking, as well as entertainment. She met her husband, Carey, after college on a two-year tour across the U.S. with a music group. **Currently, she works as a community liaison for the refugee resettlement division of Catholic Family Service, Inc., in Amarillo, Texas.**

She loves the many hats she wears on the job (volunteer recruitment, event planning, speaking, writing, media relations, and more).

She and Carey have two boys, Jordan (13) and Jackson (7), and she enjoys reading, traveling, and being with her family.



POWR Program Resources

POWR Presentations, Fact Sheets, Webinar Recordings

→ <http://www.usccb.org/mrs/diows/etrainings.shtml>

POWR Post Newsletter Archive:

→ <http://www.usccb.org/mrs/diows/powr.shtml>

The screenshot shows the website for the United States Conference of Catholic Bishops (USCCB), specifically the Migration & Refugee Services Office of Refugee Programs. The page features a search bar, a navigation menu, and several sections of text. The navigation menu includes links for Home, Communications, Program Information & Guidance, Program Resources, Training and Technical Assistance, and Contact USCCB/MRS. The main content area is titled "Parishes Organized to Welcome Refugees (POWR)" and contains a welcome message, a "For Members Only" section, and links to a 2011 POWR Fact Sheet, POWR Webinars, and POWR Posts.

UNITED STATES CONFERENCE OF CATHOLIC BISHOPS
USCCB Home | Topics | News | Readings | Movies | Bible | Catechism | Bishops | Dioceses | Departments | Publications

**Migration & Refugee Services
Office of Refugee Programs**

search

For Members Only

Parishes Organized to Welcome Refugees (POWR)

Welcome to the Parishes Organized to Welcome Refugees (POWR) page! In 2010 POWR grants were awarded to a select number of diocesan programs to help them systematically develop parish support and vital resources for refugees. Twenty eight one – year grants were awarded to establish ongoing partnerships and strengthen the dioceses' ability to generate support from local Catholic parishes.

This web page is dedicated to POWR resources, specifically the POWR Post, a monthly electronic newsletter. Source materials for the newsletter come from the monthly progress reports and other updates. Contact Daniel Sturm at dsturm@usccb.org with any questions or contributions.

[2011 POWR Fact Sheet](#)

POWR Webinars
Archived POWR Webinars are available on the [MRS Online Trainings page](#) under "Specialty Trainings!"

POWR Posts
[March 2011](#) (Vol. 2, Issue 3)



POWR Panel Webinar Series 2011

Today: Social Media & Marketing

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