

SATURDAY SESSIONS

GROW & SHARE FAITH

WITH
Donna Heckler

 DIOCESE of PARRAMATTA



Marketing God

Donna Heckler

You are invited to create community online as we gather to share and grow faith.

How to Prepare and Run a Session:

Read *Saturday Sessions 'How To' Guide* for information how to host a Saturday Session. This is available at <https://thewell.org.au/video/saturday-sessions-how-to-guide/>

Presentation:

Marketing God
Donna Heckler

<https://www.youtube.com/watch?v=gHdDICSeROo>

Approx. 30 minutes

About the Presenter:

Donna A. Heckler is a global marketing executive who has been blessed with a prominent career leading the marketing for companies with names you know. A recognized thought leader in brand and marketing strategy, her most recent book is entitled *Marketing God: Inspired Strategies for Building the Kingdom*, was released August 2019 by Our Sunday Visitor. Donna is an inspirational Catholic speaker, acclaimed author, and marketing advisor. Connect directly with Donna at Donna@be-radiant.org.

Website DonnaAHeckler.com

FB DonnaAHeckler

Twitter Donna_Heckler

Questions to Ponder:

These questions are only a sample of the many questions that could be generated from the presentation. Use these questions or create your own questions for your small group.

1. What are your thoughts about the words, 'brand' and 'marketing'?
2. What is the compelling reason to ask people to come back to parishes and ministries?
3. Do you think that our parishes are competing with other companies/brands in people's minds?

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4. A brand is a ‘promise of trusted performance’. What is the promise of our Church? Our Catholic Faith? Our parish community? Is the brand of our Church the same as our parish?

5. If you asked someone to describe the ‘brand or promise’ of the Catholic Church or your local parish community, what do you think they would say? What would you say? Is the perception consistent with the promise?

6. How is the promise of our Church or your faith community unique? What makes the promise of your parish or community stand out?

7. If marketing is ‘how’ we say things, what are the different ways your community, or you as an individual, deliver your ‘promise’ to those within and outside your community? How can you enhance the message?

8. How has your understanding of branding and marketing changed after hearing Donna’s message and what might you take away to your own communities or your own efforts to ‘market God’?

Further Support:

If you would like further support to bring to life a Saturday Session, please contact Lisa at the Pastoral Planning Office at lisa.bright@parracatholic.org

For information about Zoom please contact the Pastoral Planning Office or you can watch a Zoom tutorial at <https://support.zoom.us/hc/en-us/articles/201362033-Getting-Started-on-Windows-and-Mac>

The Pastoral Planning Office thanks you for your enduring faith, hope, love and commitment as we venture into the deep. We pray that you experience the peace and grace that our God offers and can be an ambassador of Christ’s hope and peace to those you encounter and accompany.

Please contact the Pastoral Planning Office for support in all areas of pastoral ministry.

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