

# SENSORY FRIENDLY MASS

*All are welcome. All belong.*



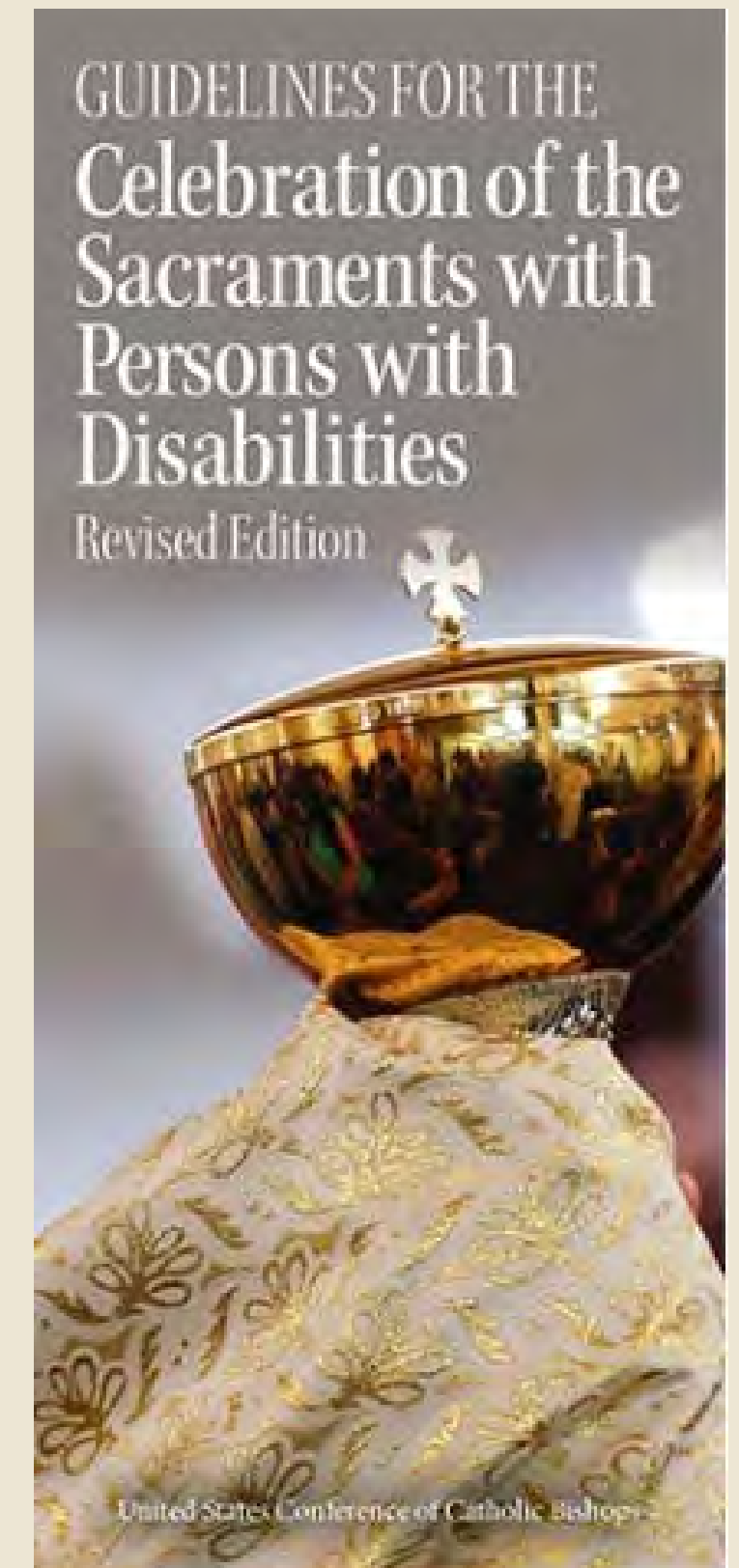
## Step 1: Awareness & Advertising

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# A Quick Review

*7. The creation of a fully accessible parish reaches beyond mere physical accommodation to encompass the attitudes of all parishioners toward persons with disabilities. All members of the faith community have a role to play in the invitation, welcome, and inclusion of people with disabilities. Pastoral ministers are encouraged to foster attitudes and a parish culture, and to develop informational materials, aimed at forming a community of believers known for its joyful inclusion of all of God's people around the table of the Lord.*







# Parish-Wide Awareness

## Awareness Should Be Step 1

Before you begin hosting Sensory-Friendly Liturgies, it is essential that you have the parish community on board.

Spend at least a month preparing the hearts of your parishioners through various mediums.







# Parish-Wide Awareness

## How to Raise Awareness:

- Bulletin Inserts
- Printable Materials
- Bulletin/Pulpit Announcements
- Discuss in the Homily
- Allow People to Share Stories
- Host an Awareness Session/Event





# Outreach- Creating a Buzz

## Parish Website & Social Media:

- Post regularly in a high traffic area about your Sensory-Friendly Mass, who it benefits, and why you are hosting.
- Share with local organizations, parishes, and schools.
- Post in relevant groups (ex. Catholic Moms, "Special Needs" Parent Groups)
- Consider purchasing a "Push" or Ad
- Sample Social Media Square





# Outreach- Creating a Buzz

## Local Press:

- Reach out to the local press with a "Press Release."
- Invite them to attend the Mass.
- Include a short article in the Community Section of your local paper.





# Application & Planning

What are some AWARENESS strategies that would work for your parish? How will you implement these strategies?

How do you plan to advertise for your Sensory-Friendly Liturgies both in your parish and in your local community?

What are some local organizations to whom you might reach out?  
(Ex. schools, ARC, Goodwill Easter Seals, etc.)