

2011 ICR PRESS DRIVE KIT



*Your community – your church – your newspaper
Since 1958*

Inside You Will Find:

1. Step-by-step procedures for conducting a successful **IDAHO CATHOLIC REGISTER** Press Drive.
2. Answers to frequently asked questions about the **ICR** subscription program.
3. A sample letter for the pastor to send to parishioners or to place in the parish bulletin. Use as is, or borrow some ideas and make up your own.
4. Poster(s) and a number of extra subscription envelopes to place in the back of the church.
5. An up-to-date list of your parish subscribers.

**CURRENT *ICR* SUBSCRIBERS RECEIVED A
SUBSCRIPTION RENEWAL ENVELOPE
IN THE OCTOBER 21 EDITION
OF THE *ICR***

Press Drive Procedures

STEP-BY-STEP PROCEDURES FOR IDAHO CATHOLIC REGISTER SUBSCRIPTION DRIVE

- STEP 1** Put the press drive posters up in a prominent location. Place extra subscription envelopes in back of the church. Distribute information and envelopes to chapels and stations as needed.
- STEP 2** **WEEKEND OF Oct. 29 & 30**
- Make an announcement that *Idaho Catholic Register* press drive is in progress. It is time to subscribe or renew. Use bulletin announcements.
- STEP 3** **Oct. 30 — IDAHO CATHOLIC REGISTER SUNDAY**
- Include in this weekend's homily, or remarks at the end of Mass, some information about the importance of reading our diocesan paper, the *Idaho Catholic Register*. Tell parishioners that the *ICR* is an essential communication tool for the diocese, and that you want them to have it in their home.
 - Remind people what is in the paper for them and how it can help uphold Catholic values, promote a just society, guide them in their faith and help them solve the puzzle of life.
 - It is helpful to point out various *ICR* articles, columns, features or pictures that you feel would be interesting or helpful to your parishioners. You can request extra copies of the *ICR* to give to people who have not yet subscribed. Call (208) 342-1311.
 - Make sure parishioners know how to subscribe. The price is \$17. Remind current subscribers to check their Oct. 21 *ICR* for their subscription renewal envelope. Let people know where to find subscription envelopes in your church.
- IMPORTANT** - Ask them to make checks **PAYABLE TO THE PARISH** and to **put the envelope with the check in the collection basket. The parish sends one large check to the *ICR* office for their subscriptions along with a list of new subscribers . Each parish keeps \$3 of each subscription to use if done this way. It's a win/win situation!**
- STEP 4** There is a computer printout of your present *ICR* subscribers in this press drive packet. Please indicate all corrections on this printout. It is never too late to make changes, but it is important to have accurate subscription lists to ensure accurate billing and timely service to subscribers. List new names you are adding on a separate sheet. The sooner these names are sent to the *ICR*, the sooner they will get their subscriptions started.
- Please return the enclosed parish list with changes/additions to the *ICR* as soon as possible, but no later than November 18th. Continue to send subscription updates as often as you receive them. You can e-mail subscriber information to lgossi@rcdb.org, fax to 342-0224 or mail to the *ICR*, 1501 S. Federal Way, Suite 400, Boise, ID 83705. You may forward credit card payments to the *ICR*.**

(Over)

(Procedures continued)

It is important to send complete names and addresses, including zip codes. Be as accurate as possible in giving the subscriber's street address and zip code. We need to know if it is a street, avenue, boulevard, road, etc., if there is a direction (north, south, NE, SW, etc.) and apartment number. This address detail will help parishioners get their papers and will help save on return postage.

STEP 5 **Continue to publish bulletin announcements** in the weeks following *ICR* Sunday to remind parishioners to pay for their subscriptions and of the benefits they can receive by subscribing to the *ICR*.

DON'T FORGET. . .

On the two-tiered subscription plan, **parishes send to the *ICR* only \$14 of each \$17** they receive for subscriptions. Collect parishioner's subscription checks and deposit them in your parish account, then write a check to the *ICR*. Your first bill based on the number of reported families or actual number of subscribers will be sent in January with the updated subscriber lists. (Please refer to the attached "Answers to Press Drive Questions" for more detail on billing.)

Please don't send parishioners' checks directly to the *ICR* office.

Any new or renewal payments sent directly to the *ICR* office from your parishioners will be credited to your account at the full \$17 each, as long as it is **received by March**. (Payments sent directly after March will be entered as individual subscribers.) Please encourage parishioners to subscribe through your parish (you will collect the money, notifying our office only if it's a new subscriber).

If you have questions, call Loretta Gossi at the *ICR* office, (208)342-1311 or email her at: lgossi@rcdb.org.

Answers to Press Drive Questions

An explanation of the “Required Number of Subscriptions” and answers to other FAQ’s about the ICR subscription drive.

In 1996, the Presbyteral Council and the Bishop set a policy that requires every parish to maintain an *Idaho Catholic Register* subscription level of at least 60 percent of their reported number of families. A few parishes with large Hispanic populations received permission to reduce their level of commitment to 45 percent. The number of families in each parish is obtained from the report that every parish sends to the Chancery for the Kenedy Directory in the fall each year.

The Presbyteral Council took this action because of the critical importance of having the *ICR* diocesan newspaper in parishioners’ homes. In most cases the *ICR* is the only Catholic publication in their homes, and it is the only way for our Bishop to speak directly to his vast Idaho flock - a pastoral visit - twice a month. National studies have shown time and time again that parishioners who receive the diocesan newspaper become more committed to their parish in volunteering, giving and attending weekly Mass.

The *ICR* subscription cover price is \$17 each, but the parish only sends \$14 for each subscription to the *ICR*. The parish keeps the other \$3 to help pay for other subscribers or to use for parish expenses. The parish should collect individual subscription payments from members of their community and deposit the checks in the parish checking account. **Please do not send individual checks to the ICR.**

Parishes deposit any checks made payable to the *ICR* with their other checks. Send credit card subscription payments to the Finance Office or *ICR* office for processing. Parishes will receive credit for any individuals who send payment directly to the *ICR* office and indicate their parish membership, **as long as they do so by March**. Encourage parishioners to purchase the *ICR* through the church. Please refer to the “Step-by-Step” procedures included in this packet.

The Diocesan Finance Office will include your *ICR* bill on their monthly statements. Parishes will get their first *ICR* bill in January with updated subscriber lists (lists from parishes to be returned by November 18), including an accounting of who has paid the *ICR* office directly. It is up to parishes to keep track of subscribers paying the parish for their papers.

As the *Idaho Catholic Register* celebrates over 50 years of continuous publication, the staff is working hard to make sure each issue is full of substantial news and information. The ability to reach over 13,000 Idaho Catholic families with the news of the local parish, deanery, diocese, nation and world means better communication in our diocese and stronger bonds in our Idaho Catholic community.

Please continue to update your subscriber list throughout the year. It is never too late to add, delete, or change subscriptions. If you have additional questions about the subscription drive process, contact me directly.

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