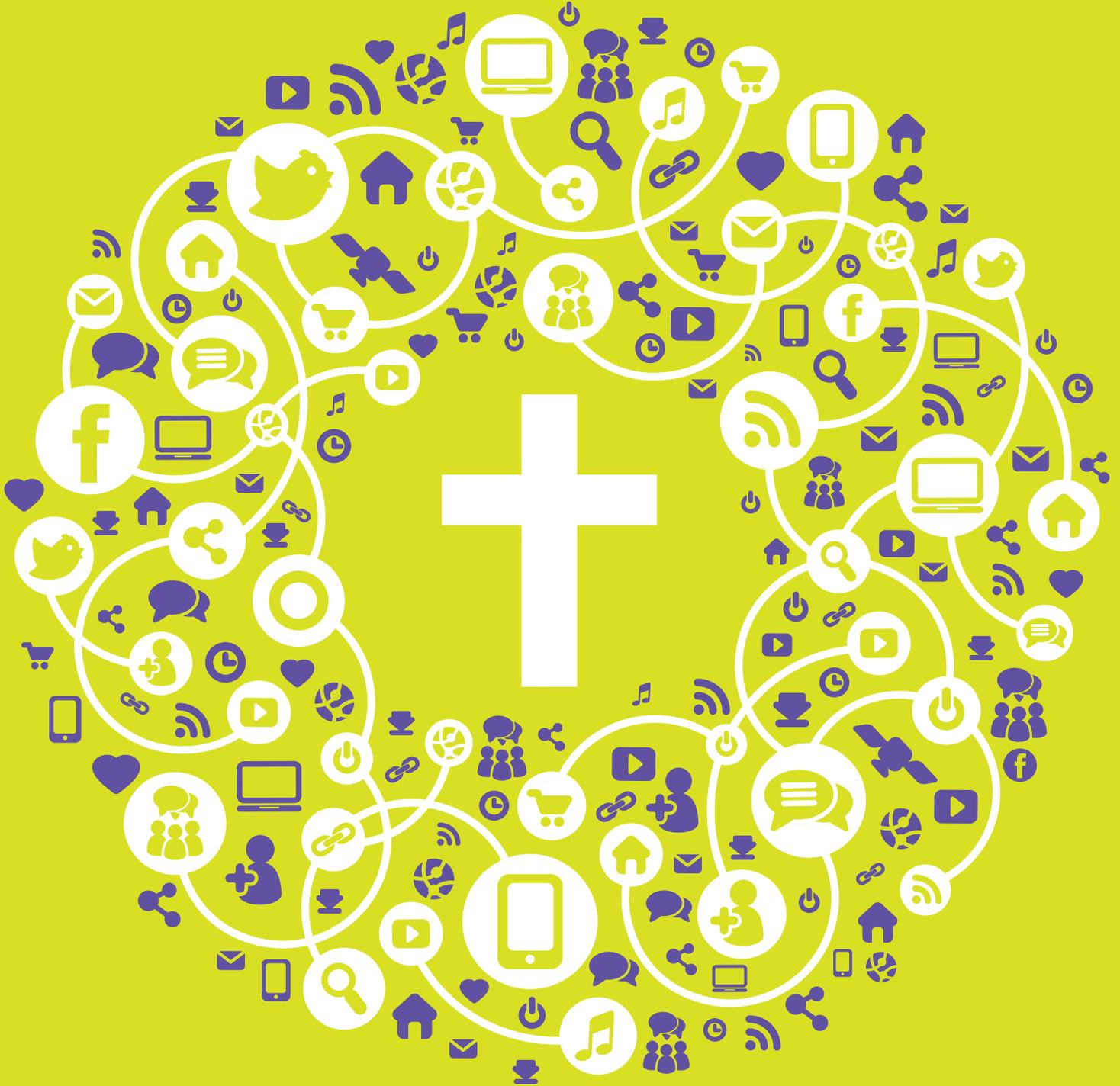


A guide to
GROWING YOUR COMMUNITY
IN THE DIGITAL AGE





Dear Vocation Ministers,

If you've made any effort to attract young people to religious life, you know it is profoundly challenging work. If you're willing to continue the work, we can help.

The most important thing to realize is how much your audience has changed in recent years. Young people today are the most media-savvy beings in history, by an exponential degree. The average teenager carries a smartphone that has more computing power than the entire NASA Space Program had during the Apollo Missions.

Young people today possess highly unique styles of communication, and never-before-seen aptitudes. They learn and judge with striking velocity, and they live as comfortably in digital media environments as they do in natural environments, made of sun and soil.

This guide will help you understand how to reach young, energetic discerners of the modern world. Most of the focus will be on digital media, but make no mistake: the traditional parts of the discernment process—praying, sharing, reading, exploring—are still most important, and very attractive to young people. Our goal is simply to help you make initial contact with this wired generation. After that, you will have the opportunity to showcase your community's identity, prayer, and mission.

Patrice J. Tuohy

Patrice J. Tuohy
Executive Editor

VISION Vocation Guide



TO INTRODUCE YOUR WAY OF LIFE,
YOU NEED TO:

**CUT THROUGH THE
NOISE OF A CULTURE
OVERSATURATED WITH
INFORMATION!**



**YOUR
COMMUNITY**

You'll need resources



**VOCATION
MINISTERS**



**THE MODERN
WORLD**

WHAT KIND
OF RESOURCES?

**A FEW HARD-WORKING
FOLKS, AND A LITTLE
BIT OF MOOLA!**



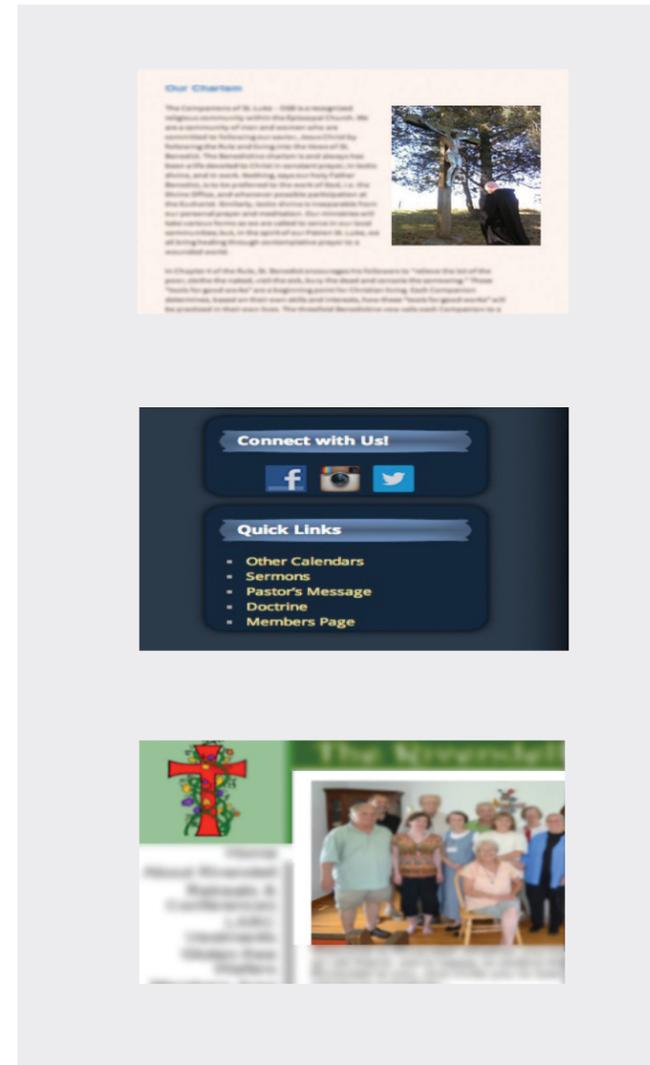


According to recent surveys, the following are **most influential** to discerners' opinions of prospective communities:

- 1) Personal contact
- 2) Come & Sees / Retreats
- 3) **Websites**



✗ No thank you.



✓ Yes please!

- > USE BIG, BRIGHT **HIGH-QUALITY PICTURES**
- > MINIMIZE LARGE BLOCKS OF TEXT
- > INCLUDE LOTS OF **WHITE SPACE**, AVOID HEAVY FOREBODING COLORS
- > MAKE **INFORMATION FOR DISCERNERS EASY TO FIND**
- > AVOID CLIP ART AND DATED FONTS
- > **OPTIMIZE YOUR SITE FOR MOBILE DEVICES**

Recent studies show that it takes visitors **less than two-tenths of a second** to form an impression when they arrive at your website.



WHICH DEPICTION OF THE EARTH DO YOU PREFER?

Earth is very blue, and there are clouds scattered throughout its atmosphere. The clouds look like snow. Earth glows around its edge, and in the distance the moon is suspended in the blackness of outer space. Some of the moon is obstructed by shadows. The moon is gray and looks very small compared to Earth.

VS



THERE'S NO CONTEST.

MANDARIN, SPANISH, AND ENGLISH MAY BE THE THREE MOST WIDELY SPOKEN LANGUAGES, BUT NONE HOLDS A CANDLE TO ***THE POWER OF PICTURES.***

SHARE YOUR STORY AND YOUR WAY OF LIFE!

LARGE, HIGH-QUALITY IMAGES



+



SHORT, INTRODUCTORY VIDEOS

MEET THEM ON THEIR TURF

facebook

**1.4 BILLION
USERS**

Engage with discerners, get to know one another.



You Tube

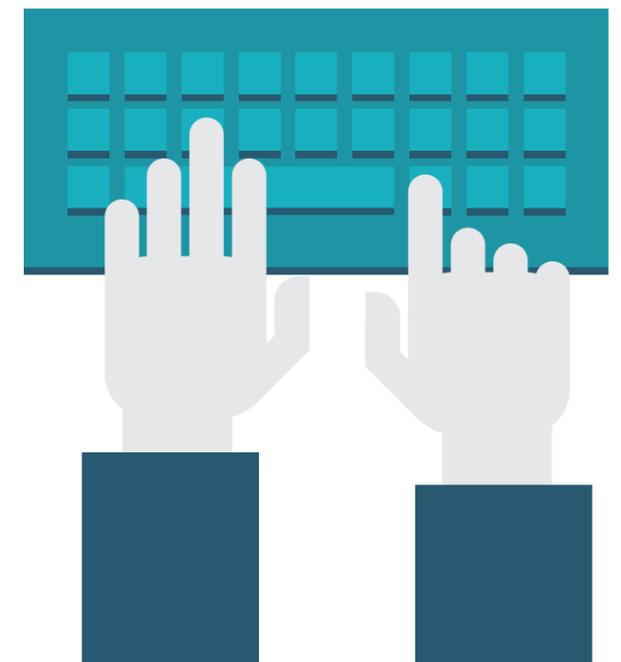
**2nd LARGEST
SEARCH ENGINE**

Share your story, let them see + hear you.

twitter

**5700
TWEETS PER SECOND**

Share news + upcoming events in your community.



WHAT ABOUT THE MEDIA?

There is Catholic media and there is secular media. Each requires a thoughtful approach.



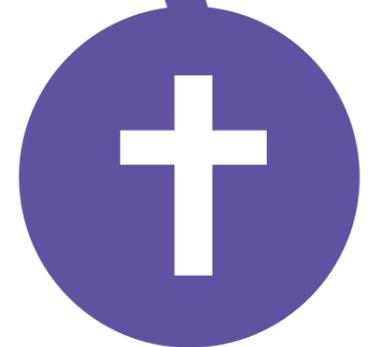
SECULAR MEDIA

BE OPEN.
ANSWER INQUIRIES.
PITCH STORIES.
SHARE + COMMENT.



CATHOLIC MEDIA

TARGET YOUR AUDIENCE.
PITCH STORIES.
PLACE ADS IN PRINT + ONLINE.
UNDERSTAND WEB ANALYTICS.



ads



“Half of our new members came to us through the VISION matching service and we’re grateful for it.”
Women’s Benedictine community, 2010 VISION Vocation Trends survey

**FOR MORE INFORMATION ON PROMOTING VOCATIONS
TO RELIGIOUS LIFE AND YOUR RELIGIOUS COMMUNITY,
GO TO WWW.VOCATIONNETWORK.ORG.**

A resource of the National Religious Vocation Conference

