



What is Name Tag Sunday?

May 30, 2024

Opening Prayer

*Loving God, we do good work, important work.
Instill in us a spirit of gratitude for the good work we do – together.
Help us to see you, God, in those we serve.
Fill us all with faith, hope and love as we continue to build your Kingdom.
Unite us. Inspire us. Sustain us.
Help us all to see you and seek you in all that we do.
For this we pray, in the mighty name of Jesus.
Amen.*



- Opening Prayer**
- Introductions**
- Step 1 – Idea!**
- Step 2 – Plan!**
- Step 3 – Go Time!**
- Step 4 – Results!**
- Questions?**
- Additional Tools**
- Closing Prayer**

Agenda

Why host Name Tag Sunday?

- It is EASY and inexpensive
- It connects your parishioners to each other
- It helps with volunteer recruitment
- It can help parishioners engage with social and spiritual events
- New parishioners can connect and plant roots at the parish
- All parishioners can know the name of their pew-mates

Why?

New Parishioners - obviously

At my former parish, I was embarrassed to ask someone's name AGAIN – for the 6th time.

By knowing people's name the parishioners are more comfortable coming to social and spiritual events AND Mass.

Introductions



- **Paul & Barbara Jalosky**
 - St. James Parish, Franklin, WI
- **Donna Brown**
 - Director of Administrative Services

Here is where you start!

Step 1

- **Where the idea came from**

- St. Anne Kenosha
- St. Patrick Scottsdale



IDEA



IDEA

Name Tags in the Catholic Church is not a new idea.

St. Anne Parish in Pleasant Prairie WI was founded in 1998. The first mass July 6, 1998 in a school cafeteria. **Everyone was new so name tags made sense.**

As we grew, we moved to worshipping in the cafeteria. In 2004 marked the first mass said in our new church. We continued to have name tags available for guests but every parishioner had name tags for each member of their family on a lanyard that was kept in a hanging folder in the narthex.

Paul attending St. Anne

After we moved to St. Francis

- Suggested them at our new parish in St. Francis. No interest.
- Moved to Milwaukee and suggested them at St. James...at first no interest.

Winter of 2021-2022 Became Snowbirds

- Joined St. Patrick's Catholic Faith Community
- 6000 families
- They do Name Tag Sunday once a month.

Step 2 - Plan



- **Looping in Father & Staff**
- **Planning process**
 - Choosing the launch date
 - Acquiring name tags & markers
 - Recruiting volunteers
 - Creating Communication pieces

PLAN

Paul was a member of the parish council at St. James

- Discussed doing a nametag Sunday at St. James. Little interest but encouraged all council members to wear the name tags they were provided when they became council members whenever they were at church so the congregation knew who they were.

After returning to Milwaukee after our second year of being a snowbird.

Explained to the PC how the parishioners at St. Patrick's enjoyed name tag Sunday and putting a name to a face.

- Explained how easy it is to do.

June 2023

- Discussion at Parish Council to try Name Tag Sunday on the same weekend as Café Sunday, which would begin again in September. (We don't have Café Sunday during the summer.)
- Fr. Bob and PC agreed to give it a try

Step 3 – Go Time!

- **Day of preparations**
- **Participation?**
- **Lessons learned**
 - Nay-sayers
 - Logistics



GO TIME

Logistics...3 months (from decision to implementation.)

- Staff on board.
- Blurbs in bulletin
- Fr. Bob and Fr. Geroge mentioning at mass prior to the first weekend.

What you need

- Table
- Name Tags
- Sharpies
- Wastebasket for the back of the label
- Two or three “hosts” encouraging everyone to wear a name tag.

Action Shots!



**St. Patrick
Scottsdale**



**St. James
Franklin**



Step 4 – Results!



- **Donna Brown**

Paul & Barbara - Lessons Learned

- Man the table to encourage parishioners to participate.
- 100% Voluntary (No Shaming)

Donna

Parishioners are lingering after every Mass now.

Café Sunday has more participation. Volunteering is up. Event attendance is up. New members are joining the parish.

- **How to keep it going**



Continued communication is key!
Consider adding information about Name Tag Sunday AND Café Sunday to New Member welcome packets.



A **HUGE** Thank you to Paul & Barbara AND Donna Brown!!
Woot! Woot!



Questions?

Do you have increased registrations or volunteers as a result? Yes. There has been growth at the parish in registrations and volunteerism at St. James.

How do you measure whether this is successful? The biggest marker is not measurable: more people are lingering after Mass to chat. It is a beautiful thing!

Did you publicize this to everyone a few weeks in advance, or was nametag Sunday a surprise to them? Communication began in the Summer months leading up to the launch date in September 2023.

We recently surveyed our Parish and one of the noted responses was please wear name tags! Yay! It is a pretty easy way to help build your parish community!

Can I use this PPT to share at our Staff and Pastoral meetings? Great presentation! Thank you! Recording and slides are being sent to all who registered and will be available on the Parish Stewardship page of archmil.org.

How much did the nametags slow down the entry into church? our crowd (myself included haha) tends to arrive a few minutes before Mass starts, so I am slightly worried it might create a backup for an already-late crowd There were multiple tables with lots of blank name tags and plenty of markers, so it did not clog entry into the church. Adding to the communication pieces to come just a few minutes early on Name Tag Sunday may help too.

Have you considered different colored name tags for visitors, council members etc...No. The parish leaders and ushers already wear a more permanent name tag at St. James. Color coding the name tags would definitely slow down entry into the parish. Do not recommend.

Hi Barb and Paul, Helen from Sacred Heart. Do you think our efforts failed because we tried to

do it every week? It never got past the idea stage when Paul & Barbara were at Sacred Heart.

Does Name tag Sunday only involve one mass or multiple masses including Saturday vigil? Name Tag Sunday is used at all Masses on a weekend once per month. Café Sunday at St. James is only on Sunday – once per month - and not held during the Summer.

How does this work with multiple entrances and limited volunteers? Staff each entry with a volunteer, table, name tags and a waste basket.

How many Masses do both St. James & St. Pat's - this may help in finding enough volunteers to help. There is only one volunteer at St. Patrick in Scottsdale covering many tables since it is a natural part of their culture. At St. James, there are two - one per table – as the narthex for St. James is on the smaller side.

I may have missed this at the very beginning.... Do people introduce themselves in the pews at the beginning of Mass? The parishioners are encouraged to say Hi to those surrounding them in the pews.

So once a month? Yes. Name Tag Sunday is held once per month.

Our cantor's tell the congregation that "there are no strangers here so please turn around and greet the people so, name tags would be very helpful. I will be taking this to our Pastoral Council. St. Edward's in Racine. Yay!

Do you encourage both first and last names? It is up to each parishioner to decide what they want on their nametag and if they want their children to wear a name tag or not.

I agree with the name tag and just one color since people will want the color they like and that could be a hold up. Nevertheless, when it come to the name, I have issues with names and having the tag would help me and a lot of other people remember people's name. Agreed!

What does your Café Sunday involve & who are the Hosts for these Sundays & is it only Sundays and not in conjunction with the Saturday Masses? There is a ministry at St. James who coordinates Café Sunday including what is served and the volunteers to staff it. It is held on Sunday only.

We have 6 church sites. Would you encourage this at every site or just focus on one. All 6!

Did Name Tag Sunday catch on right away or take time to get going? It took off right away. There were a number of communication pieces in the weeks and months leading up to the launch date and the parishioners eagerly participated.

Additional Tools

Date	Time	Topic
Tuesday, July 30 th	8 AM- 12:30 PM	2024 REBOOT! Stewardship Workshop - In-Person at MMCP

- **Parish Stewardship Page on archmil.org**
- **Archdiocese of Milwaukee Stewardship Forum on Facebook**

There are additional tools available to you.

July 30th – REBOOT! Stewardship workshop will be held at the MMCP. Topics we will REBOOT! at the Workshop will be Mission, Prayer, Welcoming & Inviting, and Building a Parish Community. You will have the opportunity to map out concrete steps to take at your parish to make a change at your parish. A Continental Breakfast will be served at 8 AM and the first talk on MISSION will be at 8:30 AM. The workshop will conclude with Mass at the Mater Christi chapel.

The link to register will be emailed to you.

The Parish Stewardship Page on archmil.org is better than it was! The recordings and slide show PDFs for the Zoom meetings on Offertory, Why You Should Run a Registration Drive and soon this Zoom meeting are all on this page along with additional tools.

Also available to you is the Archdiocese of Milwaukee Stewardship Forum on Facebook. The vision for this group is to have a place where you can seek direction, get encouragement, and ask others for their thoughts on “All things Stewardship”.

Cindy Lukowitz

414-769-3572

lukowitzc@archmil.org



Closing Prayer

*Lord of day and night, of beginnings and endings, as we prepare to conclude this meeting, we
once again lift up our hearts to you, good and merciful Father.*

*We thank you for the gifts and blessings you so freely give to us, each and every day,
especially those we take for granted.*

*Help us to grow in our love of You. Guide us as we strive to bring more people to know You, to
love You and to serve You.*

Watch over us and protect us from all evil whether visible or invisible.

*May your blessing be upon us, now and always,
Amen.*



Thanks for your time!