

DIGITAL OUTREACH & COMMUNICATION

– by **JOY PIERCE** Director of Marketing
Holy Sepulchre & Ascension Garden Cemeteries

Beginning in January 2018, Holy Sepulchre & Ascension Garden Cemeteries began a robust project focusing on digital outreach, concentrating on social media and digital communications through our website. This is an important factor to consider for any business, as we are currently living 100% in the digital age. During the COVID-19 crisis, this ongoing communication has proven all the more important, to ensure the families that we serve receive up-to-date information quickly. With every update, we have published these announcements on Facebook, Instagram, Twitter, Google and through a pop-up module designed specifically for our website's homepage. We utilize the calendar embedded on our website for ongoing communications, as well.

In January 2020, we decided to pursue a new quarterly newsletter for our locations, the first to be distributed on April 1, 2020. At the time, we did not know how useful it would become with the multiple changes resulting from the pandemic. The newsletter's goal is to give our followers information regarding Catholic Burial, options, as well as our rich 150 year history. Prior to its release, we were able to add critical information regarding COVID-19 and the temporary changes to our business.

We believe that all businesses can benefit from a rich and diverse marketing approach. Start off small, creating attainable goals and slowly increasing your followers. This may be new to you, so we welcome any questions and assistance we may provide.



Your Cemetery Engineering Partner

COST-EFFECTIVE & TECHNICALLY SOUND CEMETERY FACILITY SOLUTIONS

- ▷ Owner's Representative for Capital Projects
- ▷ Site Planning & Engineering
- ▷ Operational Efficiency
(energy audits, WebGIS based inventory management, solar power)
- ▷ Fuel Tank Systems Management
- ▷ Regulatory Compliance
- ▷ Infrastructure Assessment & Design
(water, sanitary, stormwater, roof systems, HVAC)
- ▷ Perpetual Care Planning

CONTACT: Anthony C. Catalano, PE, BCEE, Principal
acatalano@woodardcurran.com
800.807.4080
Offices located throughout the US

Woodard & Curran is an integrated engineering, science, and operations company. Privately held and steadily growing, we serve public and private clients locally and nationwide.

COMMITMENT & INTEGRITY DRIVE RESULTS
woodardcurran.com




Photo Porcelain Dominic & Quad Bronze & Urns

The Art of Memorialization

Porcelain **Urns**

A variety of shapes & sizes
Also available in enameled steel

Bronze **Murals**
(Porcelain Tiles)

Over 30 years of experience makes all the difference!

Toll free: 1-866-725-8213 Toll free fax: 1-888-725-0492
Web site: www.ppd10.com E-mail: dominic@ppd10.com

CONTRIBUTING AUTHORS



03

Richard P. Peterson, CCCE, CCE - President of the CCC
– Dear Friends - A Letter from the President

Richard Peterson, CCCE, CCE, is President, Associated Catholic Cemeteries, Diocese of Seattle. He has been active in the CCC since 1986 and may be contacted at richp@mycatholiccemetery.org



14

Poul Lemasters, Esq.
– Streaming Graveside Services Online

Poul began his career in deathcare about 20 years ago as a funeral director and embalmer. He quickly recognized that the growing risk and liability in deathcare along with the lack of support and resources for those in this profession made for a deadly combination. So, he decided to go to law school. Today, Poul uses his unique background in both deathcare and law to provide resources and counsel to other deathcare professionals.



18

Dr. Sheila Boysen, Dr. Michael Cherry & Dr. Lesley Page
– Managing During Times of Uncertainty

Dr. Sheila Boysen has a varied professional background that includes supply chain and logistics, talent management, recruitment and selection and professional coaching. These roles spanned a number of industries as well as both public and private organizations.

Dr. Michael Cherry is an Assistant Professor in the Organizational Leadership program at Lewis University. His professional background includes administrative and faculty roles in for profit and non-profit academic settings, organizational consulting and organizational and leadership coaching.

Dr. Lesley Page is an Assistant Professor in the Organizational Leadership program at Lewis University. Dr. Page has been active in organizational research and consulting for over 15 years. She has served clients from a wide variety of industries, including financial services, consumer products, pharmaceuticals, retail and healthcare.



22

Rick Meade, CCCE
– THE PANDEMIC EFFECT
Dangers & Precautions vs The Mission & Essential Services

Rick is the Executive Director of the Calvary Cemetery Association. His cemetery career spans over 40 years. In addition to his role as Director, Rick is the Chair of the CCC Interment Practices & Facilities Committee and the past President of the Catholic Cemeteries of Ohio. Email: rmeade@ccadayton.org.

SPECIAL COVID-19 SECTION *pages 13-28*



26

Joy Pierce

– *Digital Outreach and Communication*

Joy is the Director of Marketing at Holy Sepulchre & Ascension Garden Cemeteries. She specializes in building unique brand identities for businesses, creating engaging campaigns, social media management, design, and structuring innovative strategies to improve digital communication.



27

Mark Christian, CCCE

– *Letter from the Nomination Committee Chair*

Mark is Executive Director, Catholic Cemeteries, Diocese of Wilmington. He served as President of the CCC 2005-2006 following years as a Director and Board Member. He is a regular contributor to Catholic Cemetery magazine and Chair of the Certification Committee.



30

Damian Lenshek, CCCE

– *Fostering a Culture of Christian Burial*

Damian is Director of Cemeteries for the Diocese of Madison. After beginning his career in engineering, he studied theology and now has more than a decade of nonprofit management experience. He loves to discuss cemetery process improvement and can be reached at damian@madisondiocese.org.



34

Ryan Thogmartin

– *3 Reasons Facebook is Right for Pre-need Marketing*

Ryan Thogmartin is a deathcare entrepreneur and CEO of DISRUPT Media, creator of ConnectingDirectors.com, Follower of Christ, Husband, Father, Entrepreneur, Host of web shows DISRUPTu!, FUNERAL Hustle and FUNERAL Nation TV.