



CATHOLIC SISTERS WEEK

Since the campaign centers on *storytelling, heart, courage, service, and prayer*, it's ideal to use a blend of **visual storytelling** and **personal connection** to engage audiences.

1. Short-Form Videos

Why: Video captures emotion, personality, and presence — it's the best medium for showing the heart behind the work.

- “Stories of Hope and Heart” series: 30–60 second clips of Sisters sharing one meaningful story or reflection (e.g., “What gives you hope?” or “Where have you seen God’s love in action?”).
- Day-in-the-life clips: Simple, candid moments of Sisters praying, serving, laughing, or walking with others.
- Mini-interviews: Quick clips of lay partners or staff saying how a Sister has inspired them

2. Personal Stories / Written Spotlights

Why: Written stories allow for deeper reflection and can highlight the “heart” behind the “hope.”

Short stories or reflections (200–400 words) featuring Sisters or ministry moments.

3. Photos That Tell a Story

Why: Compelling images grab attention and convey emotion instantly.

- Sisters in action — serving meals, teaching, praying, listening, laughing.
- Hands, symbols, or small moments (e.g., a Sister lighting a candle, holding someone’s hand).
- Archival photos alongside modern ones to show legacy and continuity.

4. Quote Graphics

Why: They're easily shareable and help unify the message across congregations.

- Campaign tagline or quote (e.g., *"Hope in Action. #LikeaCatholicSister"*).
- A simple, branded background with your logo and shared hashtag.
- Optionally, include a Sister's name or ministry.

5. Collaborative Posts / Shared Stories

Why: Collaboration reinforces unity and amplifies reach.

- Create posts that tag or feature another congregation ("Today we share the story of the [X] Sisters, whose service embodies hope in action.").
- Share and reshare others' posts daily.
- Use joint hashtags and templates to keep the campaign cohesive.

6. Livestreams or Prayer Moments

Why: Real-time connection deepens authenticity and community.

- Schedule a short joint livestream of prayer, reflection, or storytelling during Catholic Sisters Week.
- Or host a 5-minute "Evening of Hope" prayer session with Sisters across communities.