

Utilizing Data to go Deeper in Relationships















- Catholic Charities Dallas & The Diocese of Dallas
- History of the Matrix
- Matrix Deep Dive
- What Questions Does this Answer?
- How to Personalize



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The Diocese of Dallas



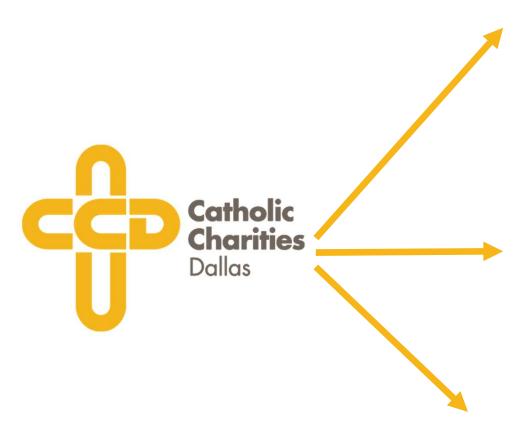
You'll find us in nine North Texas counties, ready to help more than 4.6 million people.

The strengths of each of our programs are as diverse as the populations we serve.

NINE COUNTIES, GROWING POPULATIONS

Total	4,610,466
Rockwall	123,208
Navarro	54,636
Kaufman	172,366
Hunt	108,282
Grayson	143,131
Fannin	37,125
Ellis	212,182
Dallas	2,600,840
Collin	1,158,696





Serving

Hunger Services
Community Health Clinic
Disaster Preparedness & Relief Services
Immigration Legal Services
Children's Services

Educating

Educational Services Next Gen Wealth Academy

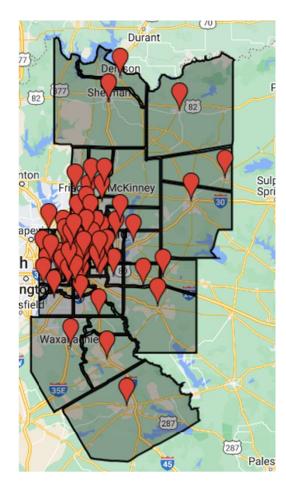
Empowering

Homelessness & Housing Services
Refugee Services
Pregnancy, Parenting & Adoption Services
Senior Services

The Diocese of Dallas

77 Parishes

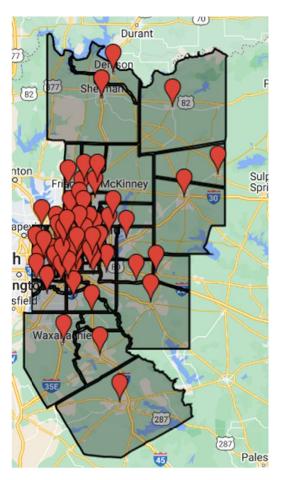
- 4 Quasi-Parishes
- 50 parishes in Dallas County
- 3 counties with only one parish
- Masses in 13 languages





The Diocese of Dallas

How do you keep fair & comprehensive data?





- Catholic Charities Dallas & The Diocese of Dallas
- History of the Matrix
- Matrix Deep Dive
- What Questions Does this Answer?
- How to Personalize



2019-2021



Who is sharing their space? Who is answering our calls?



2021-2024

- Physical Support
- Financial Support
- Volunteer Support
- Location Host
- Information Sharing
- Support from Leadership





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- Catholic Charities Dallas & The Diocese of Dallas
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- How to Personalize



The Basics

- **Parish Name & County**
- **Six Categories**
- Weighted 1, 3, or 5
- Who Keeps the Data
- **Formulas**















The Basics

													Phy	sical Sup	port	
Parish		Count	v	Total engageme		Total engagement		Change Over Calendar Year			Out	Mobile or Physical Pantry Site	Have permante nt food collection cart on site	food	Material Item Donation	Total Physical Support
				summati		percentag		Cal	endar Y	ear	Of:				Edwini	
												Rigo	Ed₩in	Devyn	Devyn	(excel)
	-		~	161	~		•			~	-	5 🔻	3 🔻	3 🔻	3 🔻	14 🔻
All Saints Catholic Parish		Dallas		56		35%		牵	9		161	0	0	3	3	6
Blessed Sacrament Catholic Parish		Dallas		17		11%		4	-11		161	0	0	0	0	0
Cathedral Santuario de Guadalupe		Dallas		26		16%		4	-1		161	0	0	0	0	0
Christ the King Catholic Parish		Dallas		40		25%		4	-1		161	0	0	0	3	3
Church of the Incarnation at the University of Dallas		Dallas		14		9%		兪	4		161	0	0	0	3	3
Corpus Christi Catholic Parish		Ellis		24		15%		兪	11		161	0	0	0	3	3
Divine Mercy of Our Lord Catholic Parish		Dallas		16		10%		4	-1		161	0	0	0	0	0















Physical Support

	Ph	ysical Supp	ort	
Mobile or Physical Pantry Site	food	Hold annual food drive for CCD	Material Item Donations	Total Physical Support
Rigo	Edwin	Devyn	Edwin/ Devyn	(excel)
5 🗸	3 🔻	3 🔻	3 🔻	14 🗸

















Financial Support

	Fin	ancial Supp	oort	
Parish Financially Supports a Development event	Parish Additional Financial Contribution in Last Year	Parish Participates in May Second Collection	Parish Sponsors Christmas Gifts	Total Financial Support
Kristen	Kelly	Kelly (2023)	Devyn (2023)	(excel)
3 🔻	5 🔻	5 🔻	5 🔻	18 🖳

















Financial Support

	Fin	ancial Supp	oort	
Parish Financially Supports a Development event	Parish Additional Financial Contribution in Last Year	Parish Participates in May Second Collection	Parish Sponsors Christmas Gifts	Total Financial Support
Kristen	Kelly	Kelly (2023)	Devyn (2023)	(excel)
3 🔻	5 🔻	5 🔻	5 🔻	18 🖳



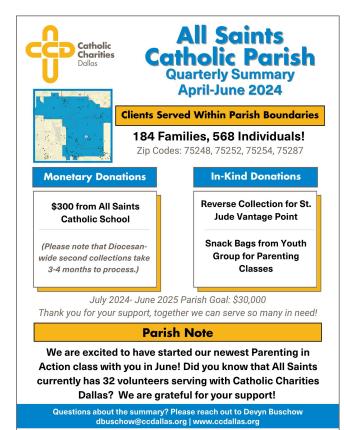














Volunteer Support

Vol	unteer Supp	port
CCD is listed as a specific "charity" that is supported by time	Galaxy Digital Parish Affiliation	Total Volunteer Support
Kelsy Aug '24	Kelsy Jan'24	(excel)
5 🔻	1 💟	16 🖳

















Volunteer Support

Volunteer Support

1 Point for each program with volunteers

Children's Services	Disaster	Educational Services	NextGen	Hunger	Homelessness	ILS	PPA	Refugees	Senior Services
Kelsey	Kelsey	Kelsey	Kelsey	Kelsey	Kelsey	Kelsey	Kelsey	Kelsey	Kelsey
1 💟	1 💟	1 💟	1 💟	1 🔻	1 🖳	1 💟	1 🗹	1 💟	1 🔄

















Location Host



				Location	Host		1		1
Satellite Office	Refugee Services Host	PPA- Parenting Class	PPA- Adoption Orientation	ILS- Citizenship Workshop	ILS- CCD Contigo	ES- Together We're Better	Next Gen- Home Buying Class or Tax Location	CS- Foster Parent Training	Location Host Total
Devyn	Rachel	Yesenia/ Lucy	Sheri	Lourdes	Gloria	Ana	Maria	Angela	(excel)
5 🔻	3 🔻	3 ~	3 🔻	3 🔻	3_~	3 🔻	3 🔻	3 🔻	29 🗸















				Information	on Sharing				
Allow us to recruit for foster care parents	Speakers Bureau/ Hope Starts Here Host	CCD Logo on website, links to CCD page	CCD Info website/ digital bulletin + Yearly Total	CCD contact/ program info in bulletin + Yearly Total	Parish actively participates in monthly emails from PCR	Parish actively promotes the Hope Project	Parish promotes CCD job openings	CST or CCD Information Presentation	Total Information Sharing
Angela	Devyn	Devyn (Mar '24)	(excel)	(excel)	Devyn	Devyn	Devyn	Devyn	(excel)
5 🔻	5 🔻	3 ~	12 🔻	12 🔻	3 🔻	5 🔻	3 🔻	3 🗸	51 🔻





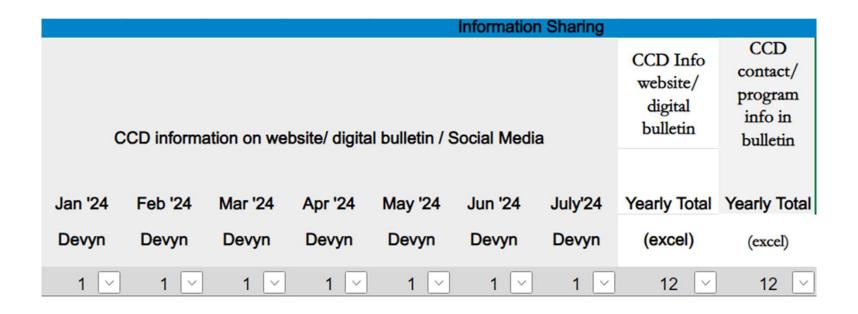


























Parishes That Shared Our Info

All Saints Catholic Parish Church of the Incarnation Chapel at UD Divine Mercy of Our Lord Catholic Parish Good Shepherd Catholic Parish Holy Cross Catholic Parish Holy Family Catholic Parish Holy Family of Nazareth Catholic Parish

Holy Spirit Catholic Parish

Immaculate Conception Catholic Parish [Corsicana]

Immaculate Conception Catholic Parish [Grand Prairie]

Mater Dei Personal Parish

Mother of Perpetual Help Catholic Parish (Viet.) Nuestra Señora del Pilar Catholic Parish

Our Lady of Angels Catholic Parish Our Lady of Lourdes Catholic Parish

Our Lady of Perpetual Help

Our Lady of the Lake Catholic Parish

Prince of Peace Catholic Parish

Sacred Heart Catholic Parish [Rowlett]

San Juan Diego Catholic Parish Santa Clara Of Assisi Catholic Parish

St. Ann Catholic Parish [Coppell]

St. Ann Catholic Parish [Kaufman]

St. Bernard of Clairvaux Catholic Parish

St. Cecilia Catholic Parish

St. Edward Catholic Parish

St. Elizabeth Ann Seton Catholic Parish

St. Elizabeth Catholic Parish [Bonham]

St. Elizabeth of Hungary Catholic Parish

St. Francis of Assisi Catholic Parish [Frisco]

St. Francis of Assisi Catholic Parish [Lancaster]

St. Francis of Assisi Catholic Parish [Whitesboro]

St. Gabriel the Archangel Catholic Parish

St. John the Apostle Catholic Parish

St. Joseph Catholic Parish [Commerce]

St. Joseph Catholic Parish [Richardson]

St. Joseph Catholic Parish [Waxahachie]

St. Jude Catholic Parish [Allen]

St. Luke Catholic Parish

St. Mark the Evangelist Catholic Parish

St. Martin of Tours Catholic Parish

St. Mary Catholic Parish

St. Mary of Carmel Catholic Parish

St. Michael the Archangel Catholic Parish [Grand Prairie]

St. Michael the Archangel Catholic Parish [McKinney]

St. Monica Catholic Parish

St. Patrick Catholic Parish [Dallas]

St. Patrick Catholic Parish [Denison]

St. Paul the Apostle Catholic Parish

St. Pius X Catholic Parish

St. Rita Catholic Parish

St. Thomas Aguinas Catholic Parish

St. William Catholic Parish



53/77 Parishes Shared Our Information

· (69%)

All Saints Catholic Parish

· Date: July 7, 2024

· Source: Bulletin

















Parish actively participates in monthly emails from PCR	the Hope	CCD iob	Parish integrates CCD and CST information (1 teaching a year)	Total Informati on Sharing
Devyn	Devyn	Devyn	Devyn	(excel)
3	- 5 -	3 🔻	3 -	51 🔽
3	0	0	0	5
3	0	0	0	11
3	0	0	3	22
0	0	0	0	0
3	0	0	0	8
3	0	0	0	8
3	0	0	0	4
3	0	0	0	34
3	0	0	0	13
3	0	0	0	11
3	0	0	0	3
0	0	0	0	1
3	0	0	0	7
3	0	0	0	5
3	0	0	0	4
3	0	0	0	3















Support from Leadership

		Su	pport from	n Leadersh	nip			
Has a parishioner on CCD board, MAC or Endowment	Parish Deacon is invoved in CCD Service	Pastor has met with CCD leadership 1-1	SVDP partnership at parish level	CCD can communicate needs to parish	Parish can communicate needs to CCD	Parish Leadership has visted Mockingbird	Priest will come say Mass at CCD	Total Support from Leadership
Kelly (Aug'24)	Kelsy	Devyn	Edwin	Devyn (Jan '24)	Devyn (Jan '24)	Devyn	Devyn	(excel)
3 🔻	3 🔻	3 🔻	3 ~	3 🔻	3 🔻	5 🔻	5 🔻	33 🗸

















- Catholic Charities Dallas & The Diocese of Dallas
- History of the Matrix
- Matrix Deep Dive
- What Questions Does this Answer?
- How to Personalize



What questions does this answer?

Why is it important to have data on relationships?











































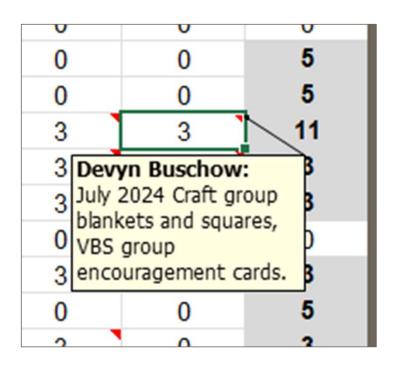


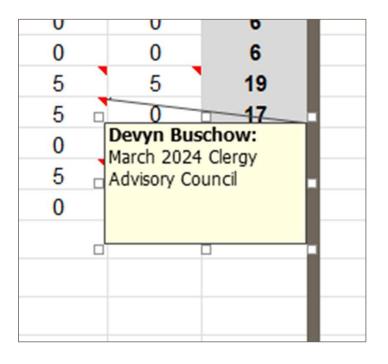






Historical Knowledge!



















Historical Knowledge!

Parish		Change over calendar year	Jun-23	Jul-23	23-Aug	23-Sep	23-Oct	23-Nov	23-Dec	Jan-24	24-Feb	1-Mar	1-Apr	May-24	Jun-2	4 Calendar Year Engagement	
All Saints Catholic Parish	₽ P	9	46	47	39	39	39	41	40	40	43	47	50	54	55	Engagement Increases	48
Blessed Sacrament Catholic Parish	4	-11	27	28	28	25	25	25	25	25	25	17	18	17	16	Engagement Decreases	22
Cathedral Santuario de Guadalupe	4	-1	27	28	27	29	29	26	26	26	26	26	26	25	26	Engagement No Change	7
Christ the King Catholic Parish	4	-1	41	41	44	43	43	44	50	50	50	42	41	43	40		
Church of the Incarnation Chapel at the University of	1	4	10	10	7	7	7	7	10	13	13	13	13	14	14		
Corpus Christi Catholic Parish	•	11	14	15	19	21	21	25	24	25	25	25	25	25	25		
Divine Mercy of Our Lord Catholic Parish	4	-1	17	16	16	16	16	16	16	16	16	16	16	16	16		
Epiphany Catholic Parish		0	11	11	11	11	11	11	6	11	11	11	11	11	11		
Good Shepherd Catholic Parish	4	-1	37	36	36	32	32	32	33	34	34	36	35	35	36		
Holy Cross Catholic Parish	@	6	34	35	37	38	38	39	42	42	45	44	40	40	40		
Holy Family Family Catholic Parish [Van Alstyne]	1	18	28	30	30	34	34	32	33	34	34	43	45	46	46		
Holy Family of Nazareth Catholic Parish [Irving]		0	44	48	48	47	47	51	42	43	46	46	45	45	44		
Holy Spirit Catholic Parish	4	-1	50	51	47	44	44	45	37	43	43	48	50	49	49		
Holy Trinity Catholic Parish	4	-2	48	46	46	46	46	46	36	39	39	40	46	46	46		
Immaculate Conception Catholic Parish [Corsicana]	@	7	33	33	35	36	36	38	37	37	37	38	41	41	40		
Immaculate Conception Catholic Parish [Grand Prairie		22	17	17	18	19	19	20	22	23	23	35	36	37	39		
Mary Immaculate Catholic Parish	alla.	-6	29	31	26	26	26	26	26	23	23	23	23	23	23		
Mater Dei Personal Parish	d.	-2	19	18	18	18	18	18	13	18	18	18	18	19	17		
Mother of Perpetual Help Catholic Parish	1	2	18	17	18	18	18	18	18	21	24	19	19	19	20		
Nuestra Señora Del Pilar Catholic Parish	A	6	25	25	25	25	25	26	23	28	28	29	30	30	31		
Our Lady of Angels Catholic Parish	AL.	-22	60	60	54	55	55	57	41	47	44	42	39	39	38		
Our Lady of Fatima Catholic Parish	•	1	6	6	6	6	6	6	6	6	6	6	6	6	7		















What questions does this answer?

How can a matrix help build a parish portfolio?

















Devyn Buschow Parish Relations Liaison Catholic Charities Dallas

Parish Portfolio Overview

Goals

- 1. To meet with at least one parish from each county
- 2. To particularly grow in relationship with each parish that is the only Catholic Church in their county (Navarro, Bonham, Rockwall)
- 3. To help with program specific requests
 - o Hunger Services would like to serve in Hunt and Fannin counties
 - PPA would like to host parenting classes in the Eastern counties, particularly Navarro and Kaufman
 - o ILS would like to increase Citizenship outreach
 - TWB is expanding for their next phase of classes
- 4. To learn from parishes with a designated Outreach Coordinator (or similar title) on their staft. To discover why the parish decided to name that staff position as a need, to learn how that Outreach Coordinator is supported and to hear the goals they have for their community.
- 5. To have a Speakers Bureau member present at each Parish

Current Parishes

County	Parish	City	Pastor					
Collin	St. Anthony	Wylie	Rev. Anthony Densmore					
Dallas	St. James	Dallas	Rev. Lauro Gonzalez					
Dallas St. Joseph's Vietnamese		Grand Prairie	Rev. Bartholomew Dat Huu Pham, S.D.D.					
Ellis	St. Joseph	Waxahachie	Fr. James Yamauchi					
Fannin	St. Elizabeth's	Bonham	Rev. Martin Moreno					
Grayson	St. Mary's	Sherman	Rev. Martin Castaneda					
Hunt	St. Joseph's	Commerce	Rev. Marcus Chidozie					
Kaufman	St. Martin of Tours	Forney	Rev. Patrick Olaleye (Pastoral Admin.)					
Navarro	Immaculate Conception	Corsicana	Rev. Juan Carlos Marin					
Rockwall Our Lady of the Lake		Rockwall	Rev. Sean Martin					

1

St. Anthony (Wylie) Parish Plan

Who to Contact:

- · Fr. Tony Densmore
 - o Pastor
- Debbie Conway
 - Bulletin Coordinator & Parish Secretary

Contact Goals:

- Listen to the needs of the parish from Fr. Tony
- Ask Debbie Conway to add CCD info to the bulletins

County Advantages:

 St. Anthony is in the bottom 3 of engagement percentages in Collin County Added: February 2022

Initial Matrix Summation/ Percentage: 24/16% (Feb 2022)

Current Matrix
Summation/ Percentage:
31/19% (June 2022)

History:

- +3 Hosted Food Drive
- +2 Bulletin Mention
- + 3 Leadership Visit
- -1 Bulletin Mention

Overall Goals:

- · Listen to the needs of the programs who would like to serve in Wylie
- Add a food drive or mobile food pantry location [will need to verify this from Hunger Services]

Timeline:

- Inquire Hunger Services about Wylie needs in February 2022
- · Meeting with St. Anthony leadership in April 2022

Can remove from Parish Portfolio When:

- · Meetings with parish leadership has happened
- Program information has been shared with leadership
- · A decision on Hunger Services in Wylie has been made
- · A CCD representative has spoken at their Masses







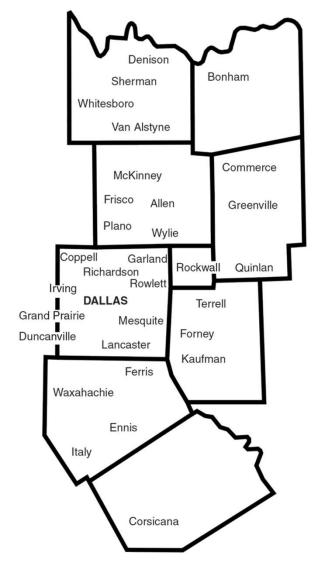








How can a matrix help build a parish portfolio?

















How can a matrix help build a parish portfolio?





















What questions does this answer?

How can a matrix help explain Parish Social Ministry to board members and advisory groups?















How can a matrix help explain Parish Social Ministry to board members, advisory groups, and program managers?



















What questions does this answer?

How can a matrix help explain Parish Social Ministry internally, to staff members?







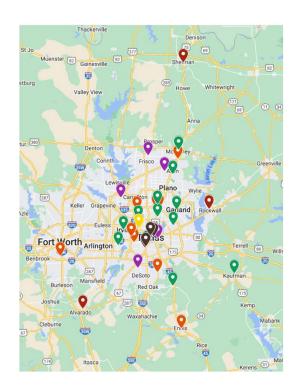


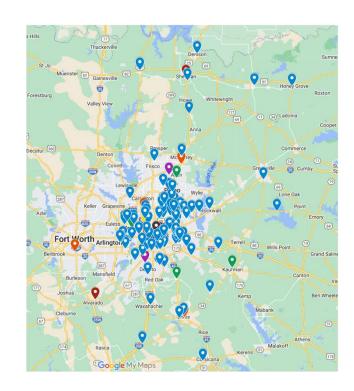






How can a matrix help explain Parish Social Ministry internally, to staff members?



















How can a matrix help explain Parish Social Ministry internally, to staff members?



















How to Craft a Meaningful Parish Matrix

- Catholic Charities Dallas & The Diocese of Dallas
- History of the Matrix
- Matrix Deep Dive
- What Questions Does this Answer?
- How to Personalize



How can you personalize?

Community Organizations Local Representatives Clergy **Schools**















School Matrix

(Capstone Project)

Recommendation 1

Based on our research, we recommend Catholic Charities of Dallas do the following:

- Develop relationships with key stakeholders at local area Catholic schools. Stakeholder that should be included are:
 - a. Priests
 - b. CEO of School or Principal
 - c. Faculty
 - d. Parents of students

Recommendation 2

- Educate and communicate with key stakeholders about Catholic Charities of Dallas and their mission. This can be done through the following:
- a. Social media postings
- b. Mentions of CCD on school websites
- c. Speaking at PTO meetings
- d. Speaking during announcements at mass















How can I adapt this to my agency?















Structure Management Use















What if I'm bad at excel?





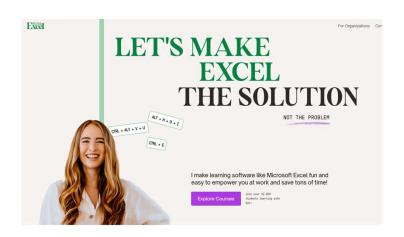












"Miss Excel"







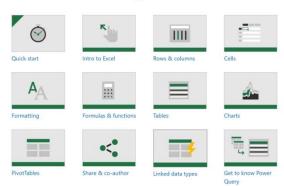








Excel video training



Microsoft Training



Interns/Volunteers!















Questions?

dbuschow@ccdallas.org

Scan for Documents













