




How to Craft a Meaningful Parish Matrix

Utilizing Data to go Deeper in Relationships



Would you know
what to do?



Calendar Year Engagement	
Engagement Increases	48
Engagement Decreases	22
Engagement No Change	7



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



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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

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





**Catholic
Charities**
Dallas

Serving

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

Educating

Educational Services
Next Gen Wealth Academy

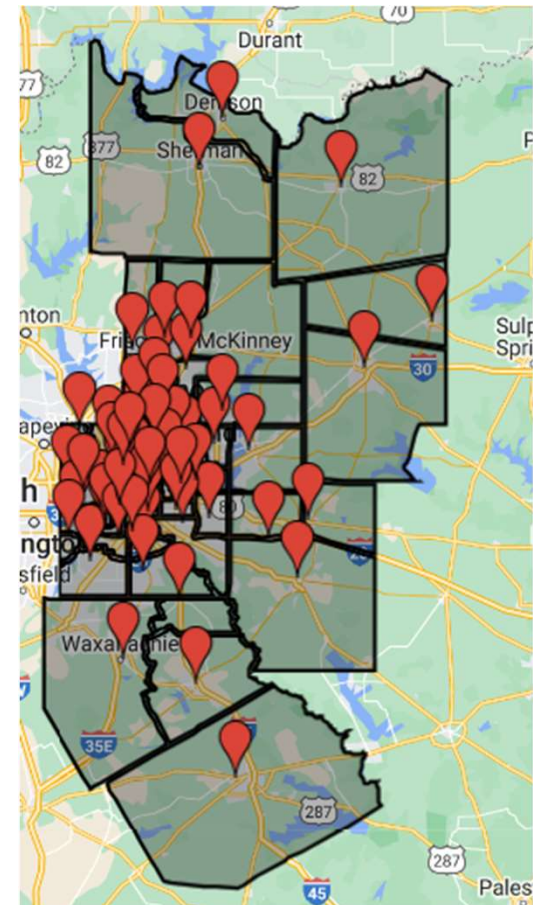
Empowering

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

The Diocese of Dallas

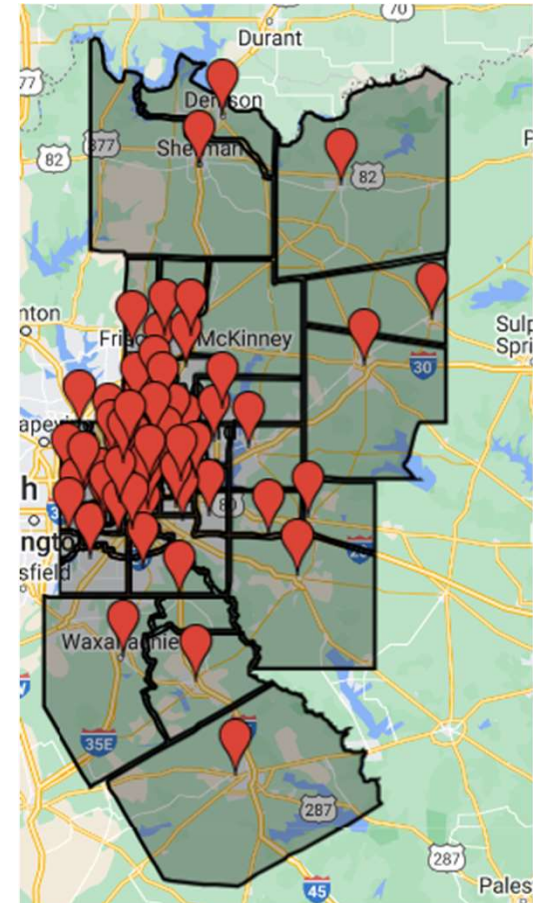
77 Parishes

- 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?



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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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- **Matrix Deep Dive**
- What Questions Does this Answer?
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The Basics

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



The Basics

Parish	County	Total engagement summation	Total engagement percentage	Change Over Calendar Year	Out Of:	Physical Support				
						Mobile or Physical Pantry Site	Have permanent food collection cart on site	Hold annual food drive for CCD	Material Item Donations	Total Physical Support
						Rigo	Edwin	Devyn	Edwin/Devyn	(excel)
		161				5	3	3	3	14
All Saints Catholic Parish	Dallas	56	35%	↑ 9	161	0	0	3	3	6
Blessed Sacrament Catholic Parish	Dallas	17	11%	↓ -11	161	0	0	0	0	0
Cathedral Santuario de Guadalupe	Dallas	26	16%	↓ -1	161	0	0	0	0	0
Christ the King Catholic Parish	Dallas	40	25%	↓ -1	161	0	0	0	3	3
Church of the Incarnation at the University of Dallas	Dallas	14	9%	↑ 4	161	0	0	0	3	3
Corpus Christi Catholic Parish	Ellis	24	15%	↑ 11	161	0	0	0	3	3
Divine Mercy of Our Lord Catholic Parish	Dallas	16	10%	↓ -1	161	0	0	0	0	0



Physical Support

Physical Support				
Mobile or Physical Pantry Site	Have permanent food collection cart on site	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

Financial Support				
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



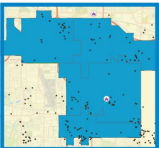
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Kristen	Kelly	Kelly (2023)	Devyn (2023)	(excel)
3	5	5	5	18



All Saints Catholic Parish

Quarterly Summary
April-June 2024



Clients Served Within Parish Boundaries

184 Families, 568 Individuals!

Zip Codes: 75248, 75252, 75254, 75287

Monetary Donations

\$300 from All Saints Catholic School

(Please note that Diocesan-wide second collections take 3-4 months to process.)

In-Kind Donations

Reverse Collection for St. Jude Vantage Point

Snack Bags from Youth Group for Parenting Classes

July 2024- June 2025 Parish Goal: \$30,000

Thank you for your support, together we can serve so many in need!

Parish Note

We are excited to have started our newest Parenting in Action class with you in June! Did you know that All Saints currently has 32 volunteers serving with Catholic Charities Dallas? We are grateful for your support!

Questions about the summary? Please reach out to Devyn Buschow
dbuschow@ccdallas.org | www.ccdallas.org



Volunteer Support

Volunteer Support		
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 <input type="text"/>	1 <input type="text"/>	16 <input type="text"/>



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 <input type="button" value="v"/>	1 <input type="button" value="v"/>	1 <input type="button" value="v"/>	1 <input type="button" value="v"/>	1 <input type="button" value="v"/>	1 <input type="button" value="v"/>	1 <input type="button" value="v"/>	1 <input type="button" value="v"/>	1 <input type="button" value="v"/>	1 <input type="button" value="v"/>



Location Host



Location Host									
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 <input type="text"/>	3 <input type="text"/>	3 <input type="text"/>	3 <input type="text"/>	3 <input type="text"/>	3 <input type="text"/>	3 <input type="text"/>	3 <input type="text"/>	3 <input type="text"/>	29 <input type="text"/>



Information Sharing

Information 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 +	CCD contact/program info in bulletin +	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
			Yearly Total	Yearly Total					
Angela	Devyn	Devyn (Mar '24)	(excel)	(excel)	Devyn	Devyn	Devyn	Devyn	(excel)
5	5	3	12	12	3	5	3	3	51



Information Sharing

Information Sharing								CCD Info website/ digital bulletin	CCD contact/ program info in bulletin
CCD information on website/ digital bulletin / Social Media									
Jan '24	Feb '24	Mar '24	Apr '24	May '24	Jun '24	July'24	Yearly Total	Yearly Total	
Devyn	Devyn	Devyn	Devyn	Devyn	Devyn	Devyn	(excel)	(excel)	
1	1	1	1	1	1	1	12	12	



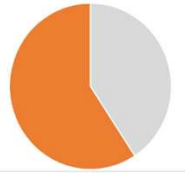
Information Sharing

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 Aquinas Catholic Parish
 St. William Catholic Parish



- **53/77 Parishes Shared Our Information**
- **(69%)**

All Saints Catholic Parish

- Date: July 7, 2024
- Source: Bulletin



Information Sharing

Parish actively participates in monthly emails from PCR	Parish actively promotes the Hope Project	Parish promotes CCD job openings	Parish integrates CCD and CST information (1 teaching a year)	Total Information 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

Support from Leadership								
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



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What questions does this answer?

**Why is it important to have
data on relationships?**



Why is it important to have data in relationships?



Why is it important to have data in relationships?



Why is it important to have data in relationships?

Historical Knowledge!

0	0	0
0	0	5
0	0	5
3	3	11
3	Devyn Buschow: July 2024 Craft group blankets and squares, VBS group encouragement cards.	
3		
0	0	5
2	0	2

0	0	0
0	0	6
5	5	19
5	0	17
0	Devyn Buschow: March 2024 Clergy Advisory Council	
5		
0		



Why is it important to have data in relationships?

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-24	Calendar Year Engagement	
All Saints Catholic Parish	9	46	47	39	39	39	41	40	40	43	47	50	54	55	Engagement Increases	48
Blessed Sacrament Catholic Parish	-11	27	28	28	25	25	25	25	25	25	17	18	17	16	Engagement Decreases	22
Cathedral Santuario de Guadalupe	-1	27	28	27	29	29	26	26	26	26	26	26	25	26	Engagement No Change	7
Christ the King Catholic Parish	-1	41	41	44	43	43	44	50	50	50	42	41	43	40		
Church of the Incarnation Chapel at the University of	4	10	10	7	7	7	7	10	13	13	13	13	14	14		
Cospus Christi Catholic Parish	11	14	15	19	21	21	25	24	25	25	25	25	25	25		
Divine Mercy of Our Lord Catholic Parish	-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	-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]	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	-1	50	51	47	44	44	45	37	43	43	48	50	49	49		
Holy Trinity Catholic Parish	-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	-6	29	31	26	26	26	26	26	23	23	23	23	23	23		
Mater Dei Personal Parish	-2	19	18	18	18	18	18	13	18	18	18	18	19	17		
Mother of Perpetual Help Catholic Parish	2	18	17	18	18	18	18	18	21	24	19	19	19	20		
Nuestra Señora Del Pilar Catholic Parish	6	25	25	25	25	25	26	23	28	28	29	30	30	31		
Our Lady of Angels Catholic Parish	-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

- To meet with at least one parish from each county
- To particularly grow in relationship with each parish that is the only Catholic Church in their county (Navarro, Bonham, Rockwall)
- To help with program specific requests
 - 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
 - ILS would like to increase Citizenship outreach
 - TWB is expanding for their next phase of classes
- To learn from parishes with a designated Outreach Coordinator (or similar title) on their staff. 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.
- 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
 - 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

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

Added: February 2022

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

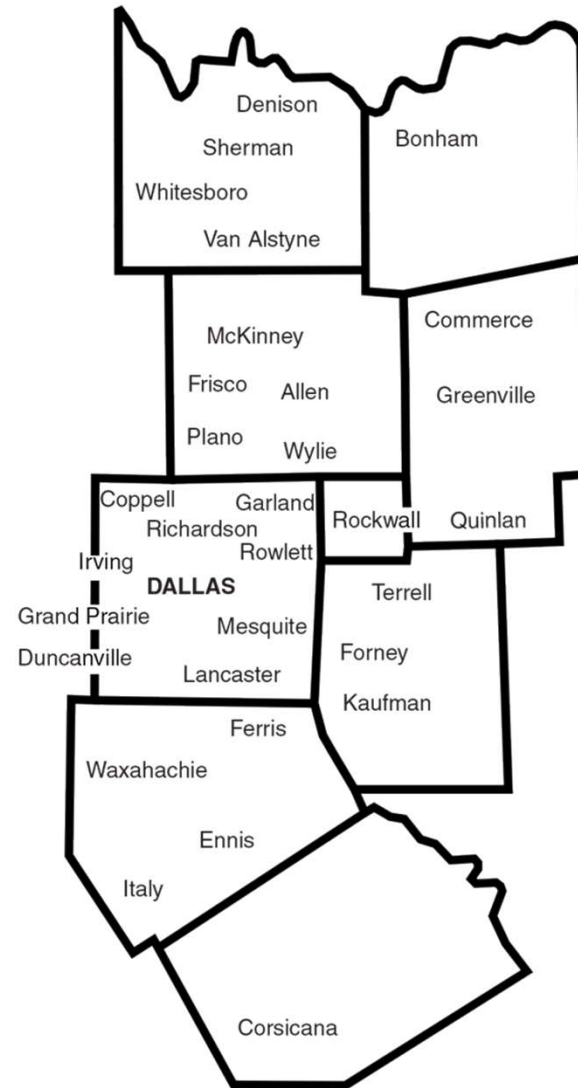
Current Matrix Summation/ Percentage:
31/19% (June 2022)

History:

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



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?

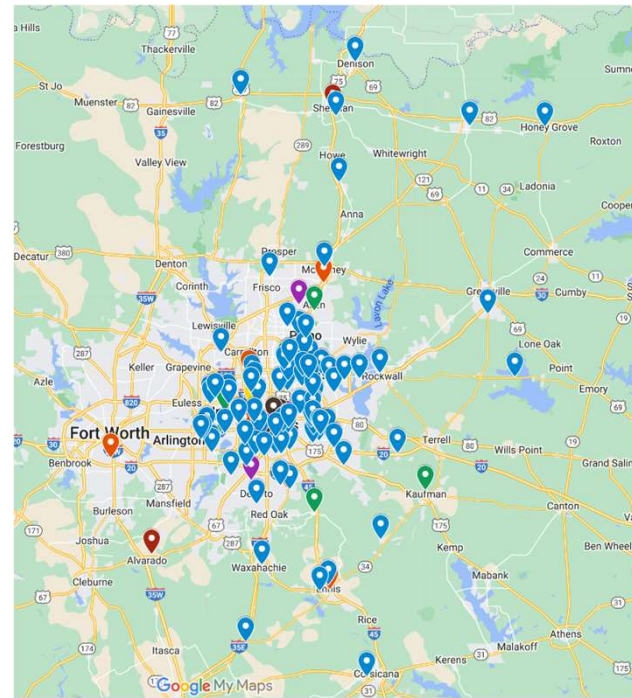
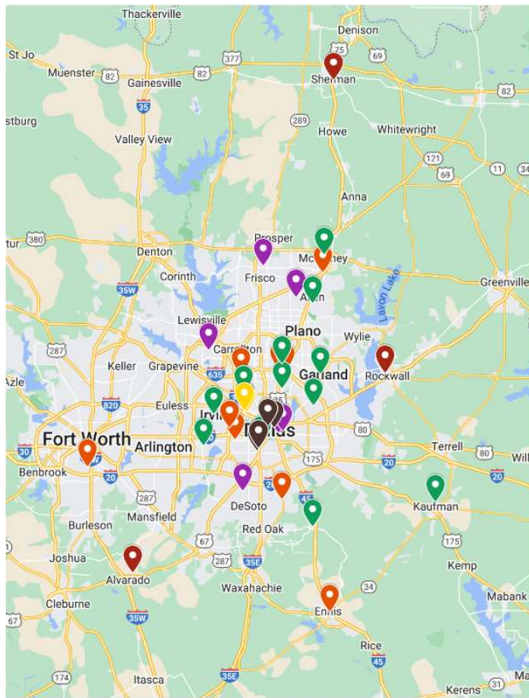


What questions does this answer?

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?



Catholic Charities Dallas

Coldest Mobile Food Pantry 2023

Our Lady of Perpetual Help
Our Lady of San Juan de los Lagos - Santa Teresita
St. Michael's (McKinney)

January 26th, 30°

This graphic features a blue background with white snowflakes and a yellow starburst in the bottom right corner. The text is in white and yellow. The Catholic Charities Dallas logo is in the top left.



Catholic Charities Dallas

Hottest Mobile Food Pantry 2023

Our Lady of Perpetual Help
St. Ann's (Coppell)

August 26th, 109°

This graphic features a blue background with a yellow sun in the top right corner and a yellow starburst in the bottom right corner. The text is in white and yellow. The Catholic Charities Dallas logo is in the top left.



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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:

1. 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

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?

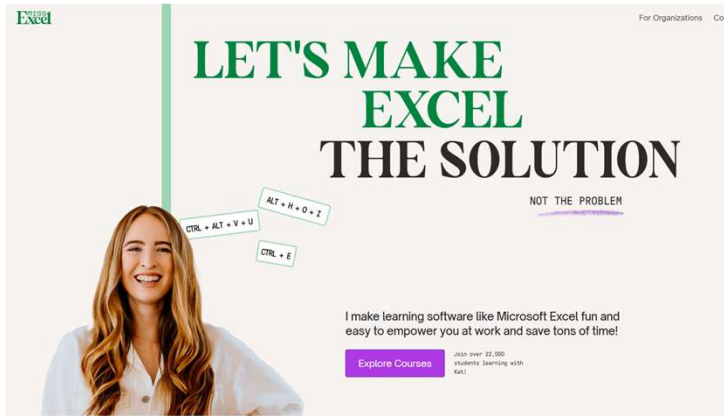


Structure Management Use



What if I'm bad at excel?

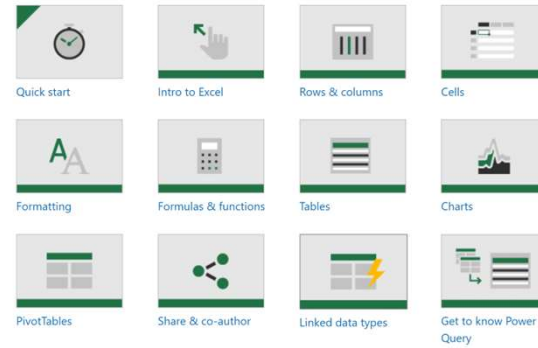




“Miss Excel”



Excel video training



Microsoft Training



Interns/ Volunteers!







Scan for Documents

Questions?

dbuschow@ccdallas.org

