



Archdiocese of Vancouver

COMMUNICATIONS OFFICE

Dear Reverend Fathers and Parish Staff,

I'd like to share with you some of the changes that the Communications and Ministries & Outreach Offices have been working hard on over the last several months.

Last week we launched an exciting new digital evangelization tool called [Behold](#). Behold is the product of an ongoing reflection on how we, as the Church, are to reach younger generations on their terms and using language and mediums that they most use. I encourage you and your family to explore the website and our social media channels to see how we're striving to reach new people with the message of the Gospel.

As of yesterday you will also see a new website for the Archdiocese of Vancouver (<https://rcav.org>). Our previous website served us well during many years, but also became a challenge to navigate and was overwhelming for new visitors.

Our new website was developed over several months by looking at how users access information and prioritizing the most commonly searched pages. I know that many of you have become accustomed to finding certain information on the previous website, and that navigating a new website will take some time and experimentation. We believe that once you become familiar with the new website, you will find information much more easily and it will also become a better forward-facing experience for what people have come to expect when interacting with the Archdiocese of Vancouver.

I thank you in advance for your patience and understanding while familiarizing yourself with the new website.

As we navigate through these changes, there will no doubt be areas in which we can improve and we welcome your feedback. Please send your feedback by replying to this email.

Finally, on behalf of the Communications and Ministries & Outreach Offices, I'd like to thank all of you for the continuing opportunity to serve with you.

Makani Marquis
Senior Director of Communications