



Office of Catholic Faith Formation
ARCHDIOCESE OF SEATTLE

710 Ninth Avenue Seattle, WA 98104

Catholics Come Home
Welcome and Hospitality Deanery Events

Fall Priests Meeting
September 23, 2009

Goal

A gathering will be held in each deanery (attached schedule) to provide parish staff/leadership an opportunity to review best practices, in to welcoming and hospitality. Participants will be receive resources in developing their own parish plan for reception of increased numbers of returning Catholics resulting from the *Catholic Come Home* television promotion in the Archdiocese.

Participants

- Deans or their delegates will be invited to briefly introduce the Catholic Identity process experienced by the priests of the Archdiocese and initiation of the *Catholics Come Home* program.
- Pastors, parish staff and lay leaders, who would be instrumental in the welcome or leadership in formation of the parish to increase the effectiveness of their welcome and hospitality.
 - Parish receptionist
 - Parish faith formation leadership
 - Administrators
 - Key parish leaders/volunteer who offer and form welcomers

Program

- This is **not** a new program. It is an opportunity for parish staff/leadership to plan with the pastor a way to review, polish or change their current practices for welcome and hospitality.
- Parish staff and leaders will be seated together for the gathering. Each parish group will develop a plan to welcome and offer hospitality in the parish. We recommend that 10-12 attend the workshop from each parish.
- The facilitators of the program will present information, resources and experiences to stimulate planning time in parish groups.
- There will be a variety of materials and other resources distributed for current and future use.

Pastors

- Be sure that everyone attending the workshop will have seen the "Epic" commercial from *Catholics Come Home* and if possible has visited the website.
- The materials presented will have been reviewed by priests of the Archdiocese.
- Review the Best Practices for Parish worksheet (attached) and assist people attending in talking concretely about their roles in welcoming and hospitality and what they need to further develop.

Catholics Come Home

Deanery Gatherings

<u>Date</u>	<u>Time</u>	<u>Site</u>	<u>Deanery</u>	<u>Presenter</u>
Nov. 12	10:00 am – 12:00 pm	St. Joseph, Seattle	South Seattle	Oesterle
Nov. 12	10:00 am – 12:00 pm	St. Charles, Burlington	Northern	Ryan
Nov. 19	10:00 am – 12:00 pm	Sacred Heart, Lacey	South Sound	Paige
Nov. 19	10:00 am – 12:00 pm	St. Michael, Snohomish	Snohomish	Ryan
Nov. 21	10:00 am – 12:00 pm	St. Rose, Longview	Southern	Caldwell
Nov. 30	10:00 am – 12:00 pm	St. Ann, Tacoma	Pierce	Paige
Nov. 30	1:30 – 3:30 pm	St. John the Evangelist, Seattle	North Seattle	Oesterle
Dec. 3	10:00 am – 12:00 pm	St. Madeleine Sophie, Bellevue	Eastside	Ryan
Dec. 3	1:30 – 3:30 pm	St. John the Baptist, Covington	South King	Oesterle
Dec. 4	10:00 am – 12:00 pm	St. Olaf, Poulsbo	Olympic	Oesterle

Catholics Come Home Best Practices for Parishes

People who respond to the invitation from Catholics Come Home commercials or from a friend are not seeking a program, they are seeking an encounter with Christ. This encounter with Christ is the core value of each and everything we do in the Church. As Paul VI reminds us “the Church exists in order to evangelize” (EN 14), that is, the Church exists to proclaim the Good News and bring people to an intimate encounter with Christ. Below you will find some best practices for preparing for the Catholics Come Home commercial in your parish.

Pastor:

1. **Preach on Evangelization:** The Pastor’s primary role is to animate and encourage his parish and staff to evangelize, to share the Good News with others and witness to it in their actions.
2. **Show the Commercials:** Show the commercials to your staff, parish council, and when appropriate, to your entire community. Ask them what they will do to proclaim the Good News, witness to the Good News in their lives, and be ready to invite and receive fallen away Catholics.
3. **Plan as a Staff:** Meet with the staff to discuss how best your parish can respond to the needs of those who have fallen away and how your parish will receive those who will return.
4. **Pulpit Announcement:** Announce the campaign, the commercial airing schedule, and your intentions as a Pastor and as a community for inviting and receiving returning Catholics.

Parish Staff:

1. **Evangelization at the Core:** Make each and every moment at your parish an opportunity to encounter Christ.
2. **Hospitality:** St. Paul instructs us, “Welcome one another, therefore, as Christ has welcomed you” (Romans 15:7). By receiving people on the phone, in person, via email, etc. with love and graciousness, we model the love Christ has for each of us, and witness to what we proclaim.
3. **Flexibility:** As people return it is important that we are ready to try to meet their needs. While it is not our responsibility to create new programs to meet each individual need, it is important that we do more than just ask people to wait. While people wait to register for Religious Education, RCIA, marriage prep, etc., encourage them to attend Mass, involve them in other ways, and stay in contact with them.
4. **Sharing the Good News:** As a staff, be sure to share all the good you are doing to make an impact in the lives of those you serve. “Always be ready to give a reason for your hope” (1 Peter 3:15) to one another and to those you serve. During the campaign, keep track of any increase in Mass attendance and share any stories of people returning with each other and with your Diocesan Office.

Receptionist:

1. **Hospitality:** For many, the receptionist is the “Coordinator for First Impressions” and serves as the first face of Christ to those who visit or call the Parish Office. Be ready to receive and serve those with love and patience. Always be sure to give them your name and invite them to call you personally if they have any questions.
2. **Referrals:** It is important to know what each person on the parish staff does so that you can refer people to the correct staff member or volunteer. Know the job responsibilities of each person and their work schedule so you can inform people if the person they need is out of the office and when they will return.

CATHOLICS COME HOME HOMILY

[Start with a question: “How many of you have family members – children, grandchildren, siblings, spouses, parents – who have left the Catholic Church?” (Wait!) Almost all hands will rise.]

Ten percent of all Americans are ex-Catholics!

Don't you want to do something to bring them home? But perhaps you don't know how. Do you feel frustrated and powerless about this problem?

Well, I have good news! We're going to do something to bring those family members and friends back to the Catholic Church – and you can be part of this project.

It's called, “Catholics Come Home.”

What is “Catholics Come Home?” Tom Peterson – a successful media consultant – left the Catholic Church – but came home several years ago. As a passionate “revert” he felt God calling him to a new apostolate. He used his Media expertise to create several TV ads for Catholicism. (You've seen other churches advertise on TV, right? Why not us?) And Tom offers these high quality ads to dioceses that want to run them on TV in their geographic region. Look at this.

[**SHOW AD “THE EPIC”** if possible in the church]

(But if that's not possible TRY to make sure people get to see “The Epic” – on TVs in the narthex if necessary)

[Ask for another show of hands.] “How many of those loved ones of yours who have left the Church watch TV?” I thought so. We're going after them where they live!

Here's where you come in.

In our first reading from Numbers (11:25-29) we hear of the bestowal of the Holy Spirit upon 70 elders – and then upon Eldad and Medad. They all became prophets – mouths for God, bringing the Lord to the world and to the People of God. Joshua even gets jealous for his Master Moses. But Moses says, no, he wants them prophesy. “Are you jealous for my sake? Would that all the people of the Lord were prophets! Would that the Lord might bestow his spirit on them all!”

You may have asked, nagged, those people you love to come back to the Church. But it's hard to minister to your own – just ask any priest! Relationships are complicated and that history can get in the way of sharing faith. We can't get them to darken the church's door directly. But they all watch TV!

Catholics Come Home ads will run on almost all the TV stations in western Washington (Note Southern Deanery exception) during Lent 2010 – from Ash Wednesday through Easter. This campaign WILL have an impact.

The diocese of Phoenix ran the ads a couple of years ago – 6,000 came back and 3,000 stayed and registered long term. And Seattle is a larger Archdiocese! We'll get more, I hope.

But the campaign will cost \$450,000. And we are committed to raising ----- dollars as our parish's share.

That is also where you come in. Does this interest you?

[Optional: This is not an obligation like sacrificial giving and annual appeal]

But do you have a passion to be an evangelist or prophet? The Holy Spirit touches us all – not just leaders like Moses, but also Eldad and Medad, you and me.

You will be given a chance to contribute next week by means of a second collection that will be taken up at that time. Come ready with your checks.

But our role is not just about money.

These ads are going to get people talking.

-ex-Catholics will come home – welcome them back!

-non-Catholics will express an interest – help them!

-practicing Catholics who have been beaten down will be energized – encourage them!

That is also going to be your role. Be ready to share your faith. Share the Holy Spirit sent upon the 72 and upon each of us at our baptism.

One other thing you can do is steer people to the Catholics Come Home website (catholicscomehome.org). There people will find the answers to almost any question they might have. And you can see the other two ads there as well.

[Re-cap] Reminder: next week we will take up a second collection for this project. Don't forget.]

“Would that all the people of the Lord were prophets.” We Catholics need to become evangelists again. Are you tired of other, often hostile, people defining what Catholicism is? Are you tired of bad news about the faith? Are you tired of hearing, “I used to be a Catholic?” Then help with this project that will bring the lost home again. Spread the Word. Be a prophet.

CATHOLICS COME HOME

Email to Parishes

This is just a quick email to those parishes who have embraced being a part of the Spring, 2010 Catholics Come Home Campaign. We believe that the best time to do the parish fundraising for this cause is the time window from now until the end of October – which should create minimal conflict with other needs and collections.

We have, once again, attached the fundraising suggestions that we initially proposed for your convenience. Based on early reads, it appears that there is a very high level of support and response from parishioners to this cause, so we are confident that both fundraising suggestions will work – and that if you choose to do both, you will generate outstanding results!

As a reminder, your parish's share is not due to Catholics Come Home until December 1st, but of course, feel free to send it in whenever it works best for your parish.

(Please make check payable to Catholics Come Home and send it to: Catholics Come Home, Archdiocese of Seattle, 710 Ninth Avenue, Seattle, Washington, 98104)

Thank you for all that you are doing to answer the call of the Archbishop and the Church in Western Washington to evangelization.

Rick Fersch

Executive Director, Stewardship & Development

CATHOLICS COME HOME

"Using the media correctly and competently can lead to a genuine enculturation of the Gospel."

Pope, John Paul II

Fundraising Game Plan

WE RECOMMEND THE FOLLOWING TWO STEP PROGRAM:

- 1) Focus efforts toward select parishioners who are likely to share a passion for evangelization, and/or have been generous stewards in the past.
 - Hold a special reception in the rectory or other small venue. Offer refreshments, such as wine & cheese.
 - Have the priest and/or parish leader(s) speak about the mission and function of CATHOLICS COME HOME.
 - Show DVD of the CATHOLICS COME HOME television ads.
 - Be specific about the amount you are trying to raise.

- 2) Focus on a broad, parish-wide campaign.
 - Time fundraising for between now and the end of October.
 - Have the pastor or parish leader(s) speak passionately from the pulpit during Mass.
 - Be specific about the amount you are trying to raise.
 - Show DVD of the CATHOLICS COME HOME television ads - in the sanctuary, if possible or in the vestibule or general meeting area after Mass or before and after Mass.
 - Offer a collection preferably *after* parishioners have seen the TV ads and have heard the pastor/parish leader speak.
 - Put envelopes in pews for all Masses.
 - Print the CATHOLICS COME HOME flyer (PDF provided) and insert it in the weekly bulletin.

We sincerely believe that by executing one or both of these two steps, your parish can raise the funds needed to pay your "parish share."

Your parish's share is due to CATHOLICS COME HOME on December 1st, 2009. However, feel free to send it in earlier if that works best for your parish.

**Please make check payable to CATHOLICS COME HOME and send to:
CATHOLICS COME HOME, Archdiocese of Seattle, 710 Ninth Ave., Seattle, WA, 98104**

For further advice regarding fundraising, contact Rick Fersch at (206) 382-4563 or rickf@seattlearch.org.

*As Disciples of Christ,
let us go out and
spread the Good News!*

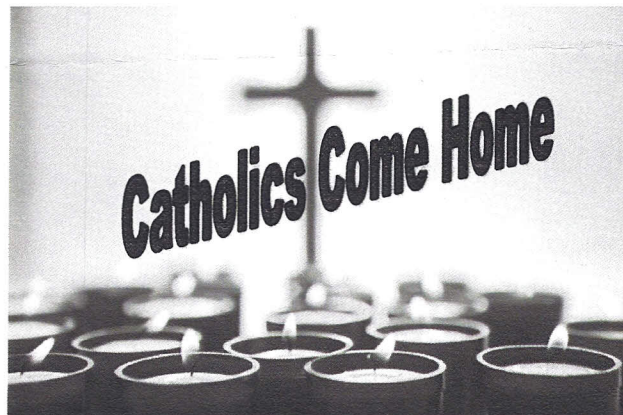


EVANGELIZATION and RENEWAL of our Catholic Identity...

Catholics Come Home is an evangelization project that reaches a wide audience through commercial ads aired on radio and television. This is a NEW and exciting ministry to our Archdiocese to bring home former and inactive Catholics and will take place from February through Easter 2010!

To support this effort, we need you to JOIN US NOW by giving a generous gift through a special collection. Our parish has been asked to raise funds for these ads to help build up our community of parishioners and those seeking spiritual nourishment.

THANK YOU for your generosity! With open arms, let us welcome home Catholics that return to our parish community!



“Using the media correctly and competently can lead to a genuine enculturation of the Gospel.” Pope John Paul II