



# JUST PUSH PLAY!



## CD OF THE WEEK:

*A simple and exciting solution for catechesis and evangelization*

*Invite your parishioners to listen to a new Lighthouse CD every week and gain momentum during Lent and throughout this Year of Faith!*

### ***A Simple 3-Step Process***

#### **STEP 1:**

Announce this idea at every Mass to create great interest and enthusiasm.

*See back page for a sample announcement.*

#### **STEP 2:**

Offer every parishioner their first CD as a gift.

Ask everyone to ***just push play!***

#### **STEP 3:**

Feature a new CD each week and invite your parishioners to listen throughout the Year of Faith.

#### **THE YEAR OF FAITH CHALLENGE:**

Challenge your parishioners to listen to the CDs and then pass them on to others.



Offer the featured CD on a table each week, or use our **16-title Side Entrance Portable CD Display** (holds 160 CDs).



“Outstanding!! The CD of the Week program allows us to effectively evangelize our parishioners. I highly recommend this program for every parish seeking to engage in the New Evangelization!”

**Monsignor Daniel Deutsch**  
Holy Cross Catholic Church, Batavia, IL



“The CDs are a welcome addition to the faith life and continuing education of our people. I heartily recommend your program as a way to help fulfill Pope John Paul II’s call for a New Evangelization.”

**Francis Cardinal George**  
Archbishop of Chicago

## A CD FOR EVERY WEEK

**FEB.**

**February 3–9:** 4th Sunday in Ordinary Time: **The Truth** by Fr. Larry Richards

**February 10–16:** Ash Wednesday: **The Healing Power of Confession** by Dr. Scott Hahn

**February 17–23:** First Week of Lent: **Seven Deadly Sins, Seven Lively Virtues** by Fr. Robert Barron

**Feb. 24–March 2:** Second Week of Lent: **For Love and Marriage** by Johnette Benkovic

**MARCH**

**March 3–9:** Third Week of Lent: **The Seven Pillars of Catholic Spirituality** by Matthew Kelly

**March 10–16:** Fourth Week of Lent: **The Passion of Christ... Holy Shroud of Turin** by Fr. Francis Peffley

**March 17–23:** Fifth Week of Lent: **The Lamb’s Supper** by Dr. Scott Hahn

**March 24–30:** Holy Week: **Glimpses Along the Way of the Cross** by Msgr. James P. Shea

**APRIL**

**Mar. 31–Apr. 6:** Easter Week: **The True Meaning of Easter** by Venerable Fulton J. Sheen

**April 7–13:** Divine Mercy Sunday: **The Second Greatest Story Ever Told** by Fr. Michael Gaitley, MIC

**April 14–20:** Third Sunday of Easter: **Blessed Pier Giorgio: Man of the Beatitudes** by Fr. Tim Deeter

**April 21–27:** Pastors’ Appreciation Day: **The Shadow of His Wings** by Fr. Gereon Goldmann

## A CD FOR EVERY WEEK

<b>MAY</b>	<p><b>April 28–May 4:</b> <i>First Communion (May):</i> <b>Jesus and the Jewish Roots of the Eucharist</b> by Dr. Brant Pitre</p> <p><b>May 5–11:</b> <i>Month of Devotion to Mary:</i> <b>Fatima: Living the Message</b> by Fr. Jason Brooks, L.C.</p> <p><b>May 12–18:</b> <i>Mother's Day:</i> <b>Saying Yes to God: One Mother's Journey</b> by Mary Vogrinc</p> <p><b>May 19–25:</b> <i>Pentecost:</i> <b>The Best Way to Live</b> by Matthew Kelly</p> <p><b>May 26–June 1:</b> <i>Trinity Sunday:</i> <b>Seven Reasons to Be Catholic</b> by Dr. Peter Kreeft</p>
<b>JUNE</b>	<p><b>June 2–8:</b> <i>Corpus Christi:</i> <b>Why a Protestant Pastor Became Catholic</b> by Dr. Scott Hahn</p> <p><b>June 9–15:</b> <i>Anniversary of Mexico's Cristero War battling Catholic persecution (1926):</i> <b>Attack on Religious Liberty</b> by Patrick Madrid</p> <p><b>June 16–22:</b> <i>Father's Day:</i> <b>Discipline That Lasts a Lifetime</b> by Dr. Ray Guarendi</p> <p><b>June 23–29:</b> <i>Solemnity of SS. Peter &amp; Paul:</i> <b>Searching the Scriptures: The Gospel of John</b> by Stephen Ray</p>
<b>JULY</b>	<p><b>June 30–July 6:</b> <i>Independence Day:</i> <b>In God We Trust (Religious Liberty: Your First Amendment Right)</b> by Bishop David Malloy and Msgr. Eric Barr</p> <p><b>July 7–13:</b> <i>Pope Benedict XVI's meeting with seminarians from around the world:</i> <b>My Brother, the Pope</b> by Msgr. Georg Ratzinger</p> <p><b>July 14–20:</b> <i>Ramadan:</i> <b>Abba or Allah</b> by Dr. Scott Hahn</p> <p><b>July 21–27:</b> <i>World Youth Day:</i> <b>True Worship</b> by Fr. Michael Schmitz</p>
<b>AUGUST</b>	<p><b>July 28–August 3:</b> <i>Anniversary of the Annunciation of Humanae Vitae by Pope Paul VI (1968):</i> <b>Contraception: Cracking the Myths</b> by Professor Janet E. Smith</p> <p><b>August 4–10:</b> <i>Feast of St. John Vianney:</i> <b>I'm Not Being Fed</b> by Jeff Cavins</p> <p><b>August 11–17:</b> <i>19th Sunday in Ordinary Time:</i> <b>Finding the Fullness of Faith</b> by Stephen Ray</p> <p><b>August 18–24:</b> <i>The Queenship of Mary:</i> <b>The Virgin Mary Revealed Through Scripture</b> by Dr. Scott Hahn</p> <p><b>August 25–31:</b> <i>Feast of St. Augustine:</i> <b>The History of Salvation</b> by Msgr. Daniel Deutsch</p>
<b>SEPTEMBER</b>	<p><b>September 1–7:</b> <i>Labor Day:</i> <b>My Spiritual Journey</b> by Matthew Kelly</p> <p><b>September 8–14:</b> <i>23rd Sunday in Ordinary Time:</i> <b>Gangland to Promised Land</b> by John Pridmore</p> <p><b>September 15–21:</b> <i>24th Sunday in Ordinary Time:</i> <b>Jesus Is...</b> by Fr. Michael Schmitz</p> <p><b>September 22–28:</b> <i>25th Sunday in Ordinary Time:</i> <b>Trust in the Lord</b> by Fr. Thomas Richter</p> <p><b>Sept. 29–Oct. 5:</b> <i>26th Sunday in Ordinary Time:</i> <b>Answering Atheism</b> by Ken Hensley</p>
<b>OCTOBER</b>	<p><b>October 6–12:</b> <i>Feast of Our Lady of the Rosary:</i> <b>Praying the Rosary Like Never Before</b> by Dr. Edward Sri</p> <p><b>October 13–19:</b> <i>Anniversary of the Publication of the Catechism (1992):</i> <b>Why I Am Catholic When I Could Be Anything Else</b> by Patrick Madrid</p> <p><b>October 20–26:</b> <i>World Series:</i> <b>5-Time Major League All-Star on Winning the Game for Christ</b> by Mike Sweeney</p> <p><b>Oct. 27–Nov. 2:</b> <i>All Souls' Day:</i> <b>Former Satanist Becomes Catholic</b> by Betty Brennan</p>
<b>NOVEMBER</b>	<p><b>November 3–9:</b> <i>National Black Catholic History Month (November):</i> <b>No Price Too High</b> by Deacon Alex Jones</p> <p><b>November 10–16:</b> <i>32nd Sunday in Ordinary Time:</i> <b>St. Philomena: A Saint for Our Times</b> by Dr. Mark Miravalle</p> <p><b>November 17–23:</b> <i>Thanksgiving:</i> <b>Anger and Forgiveness</b> by Deacon Dr. Bob McDonald</p> <p><b>November 24:</b> <i>Solemnity of Christ the King:</i> <b>Who Do You Say That I Am?</b> by Fr. Robert Barron</p>

### Estimated number of CDs needed for the initial offering:

One per bulletin taken by your parishioners on an average weekend

### Estimated number of CDs needed for the CD of the Week display every weekend:

25% of the bulletins (Example: If on average 400 bulletins are taken every weekend, you should order 100 copies of the CD of the Week)

**NOTE:** CDs not picked up by parishioners can be exchanged for any other Lighthouse title.

# PROMOTING TO THE MASSES AT MASS

*This program has been extremely successful when the priest announces it as part of his homily or at the end of Mass. Sample wording below:*

**1 Announce this idea with wording like:**

"The Holy Father has called a Year of Faith. He wants us to be able to live and love our Faith and to share it with others. In order to live our faith more fully, we must know the Catholic Faith better..."

**2 Offer every parishioner an initial CD:**

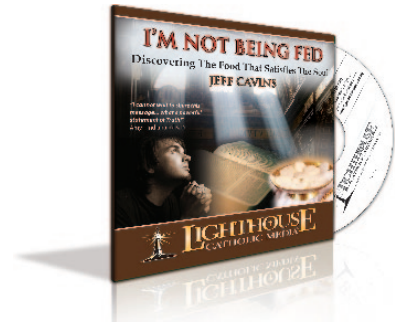
"So, we are getting you started with the gift of this powerful CD, \_\_\_\_\_, to help you make the most of Lent. Push play on the way home!"

**3 Take advantage of the momentum of the season and suggest the CD of the Week!**

"After today, we will have a new CD available each weekend, so you can continue to learn more and more about our incredible Catholic Faith. These CDs will be available in the vestibule/narthex. Donations of a few dollars to offset our costs would be appreciated."

**4 We are all called to evangelize!**

"Whether you take just the first CD, or take part every week, I want to challenge you to answer the call to share the Catholic Faith with others. Passing on a CD makes it easy. Remember, when you leave, please take a CD, and **just push play!**"



"There is no better tool than the spoken CD. At Christmas or Easter we give a gift of a free CD on some topic on the Faith to all the parishioners as they leave Mass. We have to reach the 'Christmas and Easter Catholics' somehow!"

**Fr. Francis Peffley**  
**St. John the Apostle Church, Leesburg, VA**



"Evangelization is not a work of specialists, but of the entire people of God under the guidance of their pastors."

**Pope Benedict XVI**  
*Address to bishops, September 20, 2012*

Please contact your Lighthouse Account Manager for more information or to place an order:

Name \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

## This Lent, bring your parish into the digital age!

Offer the featured CD of the Week presentation as an MP3 download!



The simplest, most effective way to communicate with your parishioners



With one click, engage your parishioners using email, texting, social media, voice messaging, etc.

**For more information or to see a demo:**  
[www.flocknote.com/lighthouse](http://www.flocknote.com/lighthouse)  
[derek@flocknote.com](mailto:derek@flocknote.com) • 630-517-3498



Contact us for details and for more ideas for significant events throughout the Year of Faith

**Visit us online:** [www.LighthouseCatholicMedia.org/YearOfFaith](http://www.LighthouseCatholicMedia.org/YearOfFaith)

**Email:** [YearOfFaith@LighthouseCatholicMedia.org](mailto:YearOfFaith@LighthouseCatholicMedia.org)

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