

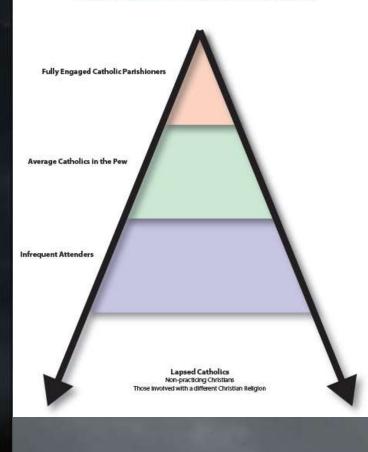
### Lighthouse – Word on Fire & Reditus

**Opportunities within these Partnerships** 

Meeting Varying Levels of Involvement, Commitment, and Learning Styles

### 1. Involvement

#### Levels of Involvement in Parish Life





Auditory...30-35%
 Visual - Spatial...25-33%
 Visual - Linguistic...25-33%
 Kinesthetic...5-15%

# Lighthouse...a great START



Lowest level of commitment

Fits learning style of many parishioners

 Largest reach (most CDs get passed around to 3-5 people beyond those who buy them)

Effective (90% of converts credit a CD to at least part of their conversion process)

### Faith Formation Partner Offerings



### Use innovative multimedia resources to equip parishioners with WORD ON FIRE **ADULT FORMATION PROGRAMS**

Lighthouse offers these ground-breaking and extremely popular multimedia programs from Word on Fire Catholic Ministries - a new media ministry led by Father Robert Barron, one of today's most powerful Catholic evangelists and sought-after speakers on the spiritual life.

These programs go beyond normal bible studies to feed spiritually hungry lay people and to equip them to confidently share their Catholic beliefs with family, friends, and co-workers. Fr. Barron's theological credentials and clear, direct presentation engage and motivate almost any adult.

Word on Fire programs are complete programs for parishes - including compelling DVD lectures, student study guides, companion books (2 programs only), and FREE facilitator's guides and promotional materials. Each study guide lesson includes 'Questions for Understanding' and 'Questions for Reflection' to help students get the most from each lesson

Contact your Lighthouse Account Manager for more details and pricingl

#### UNTOLD BLESSING: THREE PATHS TO HOLINESS



Our ultimate goal is to become a saint. It is our greatest calling and what is desired for us by our Creator. In this program, Fr. Barron paints a beautiful and mysterious image of what it takes to be a follower of, "the One who is, Jesus Christ." In the DVD lectures, Fr. Barron walks with us on the pathway to holiness, offering

theological insights and practical advice for becoming who we are created to be.

#### SEVEN DEADLY SINS / SEVEN LIVELY VIR



of opposition, which are the Seven Lively Virtum. The s virtues offer antidotes to each sin, and help set us on the to healing and happiness.

#### Faith Formation Partner Offerings

#### FAITH CLIPS CO & DVD CONVERSION: FOLLOWING THE CALL OF CHRIST



Give the Gift of Faith to U.S. Military Personnell

Support This Ministry And Promote It At Your Parish

If you recald life to give the CDs or downlined: to U.S. military percented by making a loc-deductible donation - or by promoting this unique bighthin so

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EUCHARIST

and brings to light its reality as sacred meal, the sacrifice necessary for communion with God and the real presence of Christ. In the DVD lectures, Fr. Barron offers impiring insights into the mystery of Christ's presence in our lives and the centrality of the Euchariat as an important part of that presence.

This formation program takes a fresh look at the Euchartst

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### What If a Parish Asks ME?...

Constraint-

### **Their Lighthouse Account Manager**

# What IS Word on Fire?

### A New Multi-Media Ministry by Fr. Robert Barron

- Three of Fr. Barron's CDs in the Lighthouse Lineup:
  - 1. Seven Deadly Sins Seven Lively Virtues
  - 2. Following the Call of Christ Stories of Biblical Conversion
  - 3. Reaching Out to Today's Culture Answering the Four YouTube Heresies (March CD of the Month Club Release)
- Speaker at our 2010 and our upcoming Annual Conferences
- You-Tube Fulton Sheen

# What Is Word On Fire?



CONVERSION

Shows how an encounter with Christ can be life changing

Hear the stories of six ordinary people from the Bible who were met by Jesus where they were and were called to a better life through Him. The common theme in each story is the turning of all one's attention and energy toward an ever deeper, personal relationship with Jesus Christ. The Lighthouse CD by Fr. Barron, Following the Call of Christ. Biblical Stories of Conversion, is an excerpt from this program.



SEVEN DEADLY SINS, SEVEN LIVELY VIRTUES Encourages repentance and spinitual growth

Based on Dante's writings, the seven deadly sins correspond to the seven stories of Dante's Mt. Purgatory: Pride, envy, anger, sloth, gluttory, avarice and lust are all presented as patterns of dysfunction within us that lead to unhappiness. Fr, Barron shows how to counteract these sinful patterns through a conscious process of opposition, which are the seven lively virtues.



#### EUCHARIST

Demonstrates why the Sacrament is the source and summit of the Faith

This formation program takes a fresh look at the Eucharist and brings to light its reality as sacred meal, the sacrifice necessary for communion with God, and the real presence of Christ.



#### UNTOLD BLESSING: THREE PATHS TO HOLINESS

Fortifies parishioners on their journey into the holiness of Christ

Our ultimate goal is to become a saint. It is our greatest calling and what is desired for us by our Creator. Fr. Barron paints a beautiful and mysterious image of what it takes to be a follower of "the One who Is, Jesus Christ".



#### FAITH CLIPS

Helps each adult in your parish explain the key beliefs of the Faith more easily

Fr. Barron answers fifty frequently asked questions about the Catholic Faith on a diverse range of topics from God, Jesus, and the Trinity to the Sacraments, prayer, and the spiritual life.

Available on DVD and CD anly. No study guide.

DVD / Study Guide Bundle \$29.95 CD / Study Guide Bundle \$19.95 skyratid / \$22.95 (2-darant) Additional Study Guide \$12.95 DVD only \$19.95 CD only \$9.95 skyratid / \$12.95 (2-darant)

### What if I want to promote Word On Fire?

Register to become a WOF representative
 Email rmixa@wordonfire.org and copy your DVM

You will receive your 'special code' (similar to your LCM rep-id) by email.

# Who should I approach at the parish?

Pastor
Faith Formation Director
DRE
RCIA facilitator
Young Adult ministers
Small Group

### Email letter to send to Pastor or Parish contact



Atheists know the Catholic Faith better than we do. ~ Pew Forum Study on Religious Knowledge Among Americans

Dear Father,

The above headline was gleaned from a letter by Father Robert Barron (attached). Given your vantage point, my guess is that this finding is not news to you.

Father Barron is the founder of Word on Fire Catholic Ministries, and he is out to change the outcome of that Pew Forum Report. Word on Fire has a simple but revolutionary mission: to evangelize the culture. Archbishop Timothy Dolan calls him the Fulton Sheen of the 21<sup>st</sup> century. Click here for a brief biography on Father Barron: <u>www.wordonfire.org/About-US.aspx</u>. For more information about his work, please visit: <u>www.WordOnfire.org</u>.



I'm writing to let you know that all of the *Word on Fire* Adult Formation Programs are now available through Lighthouse Catholic Media. These are exceptionally well-conceived and executed programs that can be presented in small groups, larger classroom style settings, or on any scale that fits your particular needs. The programs are outlined in the attached PDF.

Word on Fire programs are easy to implement. There are no administrative fees, no licensing fees, no pre-launch training sessions. The COs or DVDs and workbooks make it easy and enjoyable for people to participate and learn without having to tackle extra reading assignments. The cost of the materials is modest, and participants can purchase their own CDs, workbooks, and if desired, DVDs.

It would be my privilege to help you introduce these materials to your parishioners.

I'll give you a call to see what you think about offering the Word on Fire Adult Formation Programs to your parishioners.

I look forward to talking with you soon!

### Send this email

Follow up with a Phone call

This is on the Lighthouse Resource Center

# **Presentation** Folder

CONVERSION

Shows how an encounter with Christ can be life Hear the stories of six ordinary people from where they were and were called to a better in each story is the turning of all one's atter personal relationship with Jesus Christ. The

the Call of Christ: Biblical Stories of Conversion

SEVEN DEADLY SINS, SEVEN LIVEL Encourages repensance and spinitual arow

Based on Dante's writings, the seven de Dante's Mt. Purgatory: Pride, envy, ange

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ADULT FORMAT

Open the door in your parish to an unp

captures the beauty, goodness and erath

Answering the call for New Evangelin

believe and why, using the urt, archines

The GATHOLICISM program inclus

companion book and a thought-pro-

formation programs.

+ Comprehensive, adult cateche

Well-articulated and balances

the teachings of the Church

to engage the audience.













Available on DVD and CD

DVD / Study Guide Bui CD / Study Guide Bu Additional Study C DVC C



Pope John Pau

"Casholicism' could well become

- Woven throughout the peop God's revelation through Ja

shows how to counteract these sinful

opposition, which are the seven lively EUCHARIST Demonstrates why the Sacrament is t This formation program takes a free reality as sacred meal, the sacrifice real presence of Christ.



### THE DEPRESSING PEW FORUM STUDY

### By Rev. Robert Barrow

The Cathelic Charch is suffering mightily today from two self-inflicted wounds. The The Clanese concer in summing anguing using non-row semi-minutes results, the first is the clerical set abuse standal, involving the gross violation of the most vulnerable nine is one carnes was assue wanted, moneying we gives common or one more contentation in members of the community by some priests and the contentation or enabling of thes crime by memory or the source process and the volume according to the source of t some ensages, this confige has been the period within, we may has a steeple withinous joining people; it has also compromised the work of the charch in almost every way, sloce it has proper in two size compensations on when or the strates in annual every real, since a new andermined so therroughly the credibility that the church requires in order to teach, preach, materiarias so memorging the creations that the critical response in other in total, presen-centerize, and everyptize. If you had asked me interfy yours ago what the worst moment in American Catholic Instory was, I would have identified the mid nineteenth century, when anti-American comme monry was, i manin more mericine one nun monecemi commy, more anno Colholic bigois uere burning down convents, attacking priests, and organizing political paties

a of Catholician on these shores. But now I would say that we test moment in American Catholic history.

ATHOLIC MEDIA NOT FOR PROFIT CORDS

and occurred many years ago hat has had, perhaps, just as the revenue many rears ago for san some pringer, part as base erisis. In the years intrachardy following Valicar II, primary mission of the church was to embrace the modern off much of the philosophy, art, poery, and theology that distinctive, anique. As the slogan of the 1960's had it, 'the The conditions for the possibility of this approach were and the gentius of the Catholic tradition, and an equally andern culture. The consequence was what I have tenned a amodating, hyper-apologetic, unture of itself. The beige nodemity, but modemity continued to run away, indifferent he wake of the events of September 111, elements of that mund on the church and accessed it of intritionality. "atheists-Oristopher Hitchess, Daniel Dennes, Richard accerizing the very idea of God as ridiculous and attacking and backward-tooking. And conditionted with this chemy, tess, having jetnamed much of its own rich intellectual holiciam has, therefore, sho crucially compromised the

SEVEN DEADLY SINS

SEVEN LIVELY VIRTUES

Fr. Robert Barro

HOUS

All of this came to mind when I read the results of the recent Pew Forum Study on All or time came to minus when a read the results of the recent row rotatin being on religious knowledge among Americans. The surveyors asked a representative sample of rangeous knownedge among Americans, the surveyors asked a representative sample or Americans a series of 35 questions dealing mostly with Christianity but also with the other great

Order on NetSuite Or via a PDF order form. Supporting documents available on the Lighthouse Resource Center

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most any adult varkers, Hefeeds

### **Presentation Points To Cover**



#### Adult Formation Programs Partnership with Lighthouse Catholic Media

#### CATHOLICS NEED MORE SUPPORT TO DEFEND AND SPREAD THE FAITH

- · Most Catholics learn about their religion primarily from the media
- · Atheist attacks are relentlessly increasing
- · Many parents want to explain and teach their children about Catholicism, but are not fully equipped
- · Religious Ed catechists and teachers are often in need of more formation themselves
- · Fr. Barron's theological credentials and clear, direct presentation engage and motivate almost any adult
- · He equips lay people to confidently share their Catholic beliefs with family, friends, and coworkers
- · He feeds spiritually-hungry adults
  - Compatible with LCM klosk program
  - Provides programs beyond Bible Studies

Compelling DVD lectures Student study guides Companion books (2 programs only) FREE Facilitator's guide FREE promotional materials

#### CURRENT PROGRAMS FIT THE SEASONS

Advent:	Conversion (October 2010 CD of the Month)
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Lent:	Seven Deadly Sins/Lively Virtues

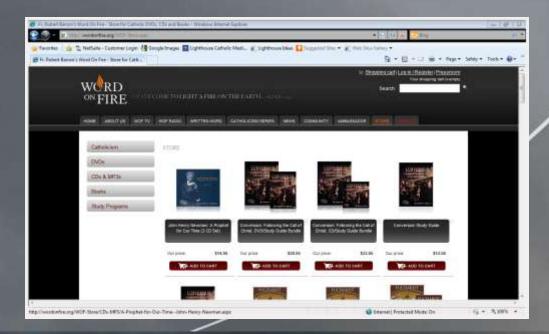
- Easter: Eucharist
- Ordinary Time: Untold Blessing: Three Paths to Holiness
- On-going Resource: Faith Clips

#### CATHOLICISM PROGRAM - FALL, 2011

- Integrated, multi-media, adult formation program reveals the truth, goodness, and beauty of the Faith in a way that's never been experienced before:
  - High-definition DVDs filmed in 50 locations in 15 countries
  - Extensive commentaries and study questions
  - > Companion book

## How do I place orders?

Order directly on the Word on Fire store website
 www.WordOnFire.org – click on store
 Enter your "special code" (i.e., dwhite) at checkout and click on UPDATE
 Only credit card orders are accepted on website



# **Do I Get Commission, Too?**

### YES...Commission is 15%, the same as with Lighthouse materials.

# Getting Started with WOF

#### **GETTING STARTED**

- 1) Familiarize yourself with the programs you will be selling.
- Email Word on Fire to register (<u>rmixa@wordonfire.org</u>) and copy your Division Manager. You will receive your "special code" by email.
- Meet with the pastor, DRE, or Faith Formation Director and go through the Presentation Folder
- 4) Leave the Presentation Folder behind

NOTE: FREE program support is available on www.wordonfire.org

If you do not have a Presentation Folder, you can use the Partnership Presentation Document in the Resource Center.

#### **ORDERING PRESENTATION FOLDERS**

- The Presentation Folder includes program leaflets and a Lighthouse CD by Fr. Barron -Seven Deadly Sins/Seven Lively Virtues
- Order through NetSuite OR the LCM online store
- Cost: \$2.50 per folder

#### PLACING A CUSTOMER ORDER

- Order directly on the Word on Fire website
- Enter your "special code" (i.e., dwhite) at checkout and click on UPDATE
- Only credit card orders are accepted on their website

#### ACCOUNT MANAGER COMMISSIONS

- Lighthouse account managers receive 15% on all WOF sales
- · Commissions are paid monthly, the same as CD of the Month Club commissions

#### ADDITIONAL RESOURCE MATERIAL

- PEW Forum Study letter from Fr. Barron
- Sample letter to pastor
- Partner Presentation document
- Order Worksheet

#### LIGHTHOUSE SUPPORT CONTACTS

- 1. judy@lighthousecatholicmedia.org (802-878-4001)
- 2. jkmuss@gmail.com (727-709-8649)

Getting started doc
FAQ doc
All supporting docs shown are available on The Resource Center under WOF

# Giving to Soldiers... pg. 47



### SOLDIERS AT RISK, BODY AND SOUL

### Give the Gift of Faith to U.S. Military Personnel!

Lighthouse Catholic Media, NFP is a 501 (c)(3) not-for-profit company. Through generous donations of Catholics across the country, Lighthouse has already shipped thousands of CDs to military personnel at U.S. Military bases around the world!

Archbishop for the USA Military Services, Most Reverend Timothy Broglio, recently expressed his desire for everyone to spiritually support our military personnel. "It is important," he said, "to prepare service members – and their families – in every way possible", and that especially includes spiritually.



### Support This Ministry And Promote It At Your Parish

If you would like to give free CDs or downloads to U.S. military personnel by making a tax-deductible donation - or by promoting this unique Lighthouse program at your parish - please contact us by email or phone.

If you know of other persons in need for whom you would like to donate CDs or downloads, contact Stacy@LighthouseCatholicMedia.org or 630.246.2223.

Thank you and God bless you and yours!

# **Online Store...pg** 47

Parish gets credit for parishioners' online orders....

In bulletins and on website, say, "Use promo code #### when ordering."

 Imbed code on website...
 See operations bulletin 91 on the Resource Center. LIGHTHOUSE ONLINE STORE

GIVE THE

GIFT OF

FAITH

Promote Our Online Store on Your Parish Website

Promote the Lighthouse Online Store on your parish website and offer a great resource of faithfilled CDs and books for your parishioners – and receive funds back from every purchase!

Ask your Lighthouse Account Manager for more details!

BROWSE OUR STORE AT www.LighthouseCatholicMedia.org

### Donations / Commission with Online Store

You receive commission and your parishes receive donations from Lighthouse when orders are placed using their PROMO code....

A parish may wish to place their promo code on the CD cover, but a note of caution, if the CD cover is written on, it's not returnable and cannot be exchanged.

## **REDITUS...**

### Ready WHAT?

Reditus – *Red-e-tuus:* Latin for "return", "give back" and "respond"

Kiosk sponsorship Program that will bring business sponsors to the FaithRaiser Program at the Parish

### How Reditus Works – the rep

A Reditus Rep (Account Executive)

- Informs the Pastor that the Sponsorship program is available for his Parish
- Is in touch with the Parish Lighthouse Rep/DVM
- Works with local businesses to acquire sponsorships to fund *special seasonal* bulk CDs

The traditional method of parish placing orders thru their Lighthouse rep and parishioners making donations DOES NOT CHANGE

### So Just What Does That Look Like?

### **Standard FaithRaiser Kiosk**

Before: Holy Family picture and pamphlets only religious artwork on display

NOW: beautiful sleeves as well (thank you Bryan Johnson)





## How Reditus Works – the CDs

### **The Sponsorship Funds**

- Accumulate in a Lighthouse 'bank' for that parish
- Used periodically to purchase *bulk CDs*
- Lighthouse Rep GETS CREDIT AND COMMISSION on this bulk order!

\*\*Examples of how that weekend might work at the Parish\*\*

(if you are the Reditus Rep AND the Lighthouse Rep, you earn commission from both the Sponsorship placement AND the CD Bulk order)

# Who do you know?

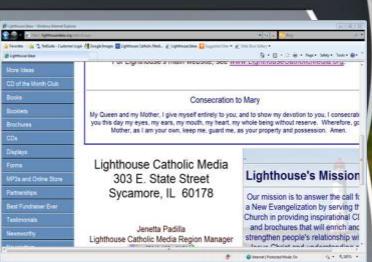
 Application forms at www.reditusmarketing.com
 Part-time and Full-time Positions Available
 Monthly trainings
 Weekly conference calls keep the Reditus Rep updated and motivated.

# Main Contacts:

Word on Fire: Judy Dufresne judy@lighthousecatholicmedia.org Julie Musselman jkmuss@gmail.com Reditus: Jason Flesher jason@reditusmarketing.com

### Where Can I View The Programs?

www.LighthouseIdeas.org
 "MP3s and Online Store"
 Partnerships"
 Word on Fire



www.LighthouseCatholicMedia.org home page

Company Store



# Where Can I View The Programs?

### Lighthouse Resource Center

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A forum dedicated to information, discussion, synopses, feedback, and downloads on all Lighthouse Catholic Media CDs.	s 1/1	196	01 Apr 2011 13:52	
A listing of Conference Call Recordings	40	50	by Annie.Esposito D 04 Apr 2011 15:05	
General Discussion A place for Account Managers to collaborate, share ideas, and experiences.	34	106	by Cheryl.Martin D 22 Mar 2011 10:45	
Endorsements and Published Articles	1	1	by Karl.Woodham 🛛 14 Jun 2010 17:35	
A forum surrounding Tips, Tricks, Usage, and Discussion around NetSuite.	46	126	by Jenetta.Padilla 🖟 08 Mar 2011 22:13	
Operations Bulletins An archive of all Lighthouse Catholic Media Operation Bulletins	37	37	by Judy.Dufresne D 01 Apr 2011 15:04	
Order Forms and Sales Brochures	2	12	by Jenetta.Padilla 🖟 16 Feb 2011 17:39	
Word on Fire	4	4	by Judy.Dufresne 🛛 14 Feb 2011 18:50	
Ignatius Press Forms	3	3	by Ross.Hettel D 14 Mar 2011 16:12	
IGHTHOUSE CATHOLIC MEDIA - GENERAL RESOURCES	TOPICS	POSTS	LAST POST	
CD Synopses and Feedback	5	5	by <b>Judy.Dufresne</b> D 10 Jan 2011 14:43	
Do you have questions about the Catholic Faith? Would you like to learn how practical and relevant the Church's teachings are to your life today?	4	32	by Julia.Brandimarte 🖸 26 Mar 2011 21:05	
PDF Order Form	2	2	by Judy.Dufresne 😡 28 Jan 2011 20:33	

