



# ACCOUNT MANAGER PROGRAM

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AUGUSTINE INSTITUTE &  
LIGHTHOUSE CATHOLIC MEDIA

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—— THE MISSION OF ——

# THE AUGUSTINE INSTITUTE & LIGHTHOUSE CATHOLIC MEDIA



*The Augustine Institute and Lighthouse Catholic Media serve the formation of Catholics for the New Evangelization. Through our parish and academic programs, we equip Catholics intellectually, spiritually, and pastorally to renew the Church and transform the world for Christ.*



## What Makes Us Unique?

### FORMING LEADERS FOR THE NEW EVANGELIZATION

We believe the New Evangelization requires Catholics to reclaim a faithful orthodoxy while being witnesses to the living Gospel in our post-Christian culture.

### A FACULTY WITH THEOLOGICAL EXPERTISE & PASTORAL EXPERIENCE

Evangelization is as much a skilled practice as it is a mission. Our faculty is unique in its blend of advanced theological degrees and pastoral experience on the front lines of the New Evangelization.

### DISCIPLESHIP DRIVEN

Well-formed disciples make Catholicism compelling and relevant. Leaders for the New Evangelization must be personally discipled by those who are passionate for Christ. We equip lay leaders with the training and parish programming they need to bring the faith alive.

### STATE OF THE ART METHODS AND TECHNOLOGY

We must be vanguards of the New Evangelization, imparting ancient wisdom through modern media and technology. Our facilities in Illinois and the Denver Tech Center feature state-of-the-art audio and video production, online delivery methodologies, and a professional production team with a wealth of media experience.

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Through God's grace, we have become the largest provider of catechetical materials in the world. We have distributed over **15 million** CDs, books, booklets, pamphlets, and MP3 downloads to customers in more than **111 countries**, including nearly **8,000 parishes**. We produce CDs on four continents, and our catalog includes over **350 titles** in English and Spanish. We receive feedback from thousands of listeners testifying to the impact that these messages are having on their lives, and how they in turn are reaching out to others with these faith-filled products.



# ORA et LABORA

—PRAYER & WORK—

GOING ALL IN, GIVING IT ALL TO  
THE VIRGIN MARY  
TO GIVE TO  
JESUS CHRIST

## HEAVEN

**FOUNDING PRINCIPLE**  
"Win the world for Christ" by  
answering St. John Paul II's call  
for a New Evangelization

## EVANGELIZATION

### KIOSK

Physical and digital media in every  
parish in the world

### INDIVIDUAL SUBSCRIPTIONS/APPS

Engage people wherever they are  
through the type of media they  
want to consume in the language  
they prefer

### MAGISTERIUM

All in 100% conformity with the  
magisterial teaching of the Church

EMPOWERING THE NEW EVANGELISTS

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## CATECHESIS

**FORMED DIGITAL PLATFORM**  
In every parish in the world

### SYSTEMATIC

- Institutional and systematic parish based programs
- Augustine Institute programs (Parish based)
- Ignatius Press (School based)

### MAGISTERIUM

All in 100% conformity with the  
magisterial teaching of the Church

PRAYER

TOTAL CONSECRATION TO JESUS THROUGH MARY

MMDM  HAPP

DIVINE MERCY

## PRAYER

Our Foundation—Reservoir not channel

### AS A FAMILY WE PRAY TOGETHER

- Over 14,000 Masses offered
- Daily Adoration
- Daily Divine Mercy Chaplet
- Daily Rosary

**ALL THESE PRAYERS AND SACRIFICES  
SUPPORT ALL OF OUR EFFORTS**

# "DUC IN ALTUM"

## THEMATIC GOAL THROUGH 2016

### D U C I N A L T U M

"Cast Into The Deep"

*Luke 5:4*

#### DEFINING OBJECTIVES

##### ONE AUGUSTINE INSTITUTE

Fully understand and embody the:

**Mission**

**Shared values**

**Objectives**

Successful integration of LCM sales force into the Augustine Institute

##### ROBUST MARKETING PROGRAM

Support the sales force through:

**Marketing director**

**Comprehensive advertising strategy**

**Branding the "product suite"**

##### UPGRADED SALES INFRASTRUCTURE

Cohesive sales management team

Emissaries program

Evangelization Support Team

Diocesan sales team

Modernized sales support software

##### IMPROVED SALES COMPENSATION

New independent contractor compensation plan

Simplified commission structures

##### EXPANDED PARISH BASED PROGRAMMING

12-month parish evangelization plan

Expanded FORMED offerings

Broadened parish programming

Increase in kiosk offerings

#### 2016 GOALS

2

**20%**

more new parishes

3

**30%**

of your parishes on FORMED

5

**50%**

of your parishes upgrade to NGK

# THE SIX NEW EVANGELIZATION PARISH & PASTORAL SUPPORT ROLES

**SINGLE PARISH  
ACCOUNT MANAGER**  
or  
**A.M. IN TRAINING**  
**1-2 PARISHES**

**ACCOUNT MANAGER**  
**3-9 PARISHES**

**KEY ACCOUNT  
MANAGER**  
**10-23 PARISHES**

**SENIOR ACCOUNT  
MANAGER**  
**24 PARISHES AND UP**

Can be achieved with over  
one year of experience.

## **EVANGELIZATION SUPPORT (E-TEAM)**

To support our philosophy that local representation is best, the Evangelization Support Team (E-Team) exists to support Account Managers in re-engaging inactive parishes to bring the Gospel to all parishioners at every parish.

## **EMISSARIES**

Emissaries are “on-fire” Catholics who desire to win the world for Christ and make an eternal difference in the lives of those they love with the gifts our Lord has given them. Emissaries have a critical and essential role within the family of the Augustine Institute / Lighthouse Catholic Media Apostolate. They strengthen and build up the parish community by sharing our life-changing resources. Emissaries pray with and for the apostolate.

Anyone who feels called and can commit 1-2 hours per week to spread the Catholic Faith can be an Emissary. This highly rewarding role is vital to helping fellow parishioners deepen their Faith and their love for Our Lord Jesus Christ, His Church, and the Blessed Mother through our life-changing programs.

**For more information, please refer to the Emissary Program packet.**

# SENIOR ACCOUNT MANAGER

(24 PARISHES AND UP WITH AT LEAST ONE YEAR OF EXPERIENCE)

## COMMISSION STRUCTURE

	100–75% OF PARISHES ACTIVE	74–50% OF PARISHES ACTIVE	GREATER THAN 50% OF PARISHES NON-ACTIVE
CDs Single and multi-CD sets	24%	12%	EMISSARY PROGRAM non-commissionable
BOOKLETS			
PAMPHLETS			
CD OF THE MONTH CLUB SUBSCRIPTIONS			
SINGLE DVDs			
AUGUSTINE INSTITUTE PARTICIPANT AND LEADER GUIDES <i>for Symbolon, Beloved, Reborn, Chosen, Lectio: Peter, Lectio: Eucharist, YDisciple, Forgiven, Divine Mercy, and all new AI programs</i>	18%	12%	EMISSARY PROGRAM non-commissionable
AUGUSTINE MULTI-DVD SETS <i>for Symbolon, Beloved, Reborn, Chosen, Lectio: Peter, Lectio: Eucharist, YDisciple, Forgiven, Divine Mercy, and all new AI programs</i>			
HEARTS AFIRE PARISH-BASED PROGRAM MATERIALS			
FORMED SUBSCRIPTIONS, KIOSK BOOKS, PARTNER PROGRAMS, KIOSK PARTS	12%	6%	EMISSARY PROGRAM non-commissionable
BUCK A BOOK IS BACK YEAR OF MERCY PROMOTION <i>Two years ago, 0% was paid</i>	6%		

# KEY ACCOUNT MANAGER

(10–23 PARISHES)

## COMMISSION STRUCTURE

	100–75% OF PARISHES ACTIVE	74–50% OF PARISHES ACTIVE	GREATER THAN 50% OF PARISHES NON-ACTIVE
CDs Single and multi-CD sets	20%	10%	EMISSARY PROGRAM non-commissionable
BOOKLETS			
PAMPHLETS			
CD OF THE MONTH CLUB SUBSCRIPTIONS			
SINGLE DVDs			
AUGUSTINE INSTITUTE PARTICIPANT AND LEADER GUIDES <i>for Symbolon, Beloved, Reborn, Chosen, Lectio: Peter, Lectio: Eucharist, YDisciple, Forgiven, Divine Mercy, and all new AI programs</i>	16%		
AUGUSTINE MULTI-DVD SETS <i>for Symbolon, Beloved, Reborn, Chosen, Lectio: Peter, Lectio: Eucharist, YDisciple, Forgiven, Divine Mercy, and all new AI programs</i>			
HEARTS AFIRE PARISH-BASED PROGRAM MATERIALS			
FORMED SUBSCRIPTIONS, KIOSK BOOKS, PARTNER PROGRAMS, KIOSK PARTS	10%	5%	
BUCK A BOOK IS BACK YEAR OF MERCY PROMOTION <i>Two years ago, 0% was paid</i>	5%		



# ACCOUNT MANAGER

(3–9 PARISHES)

## COMMISSION STRUCTURE

	100–75% OF PARISHES ACTIVE	74–50% OF PARISHES ACTIVE	GREATER THAN 50% OF PARISHES NON-ACTIVE
CDs Single and multi-CD sets	16%	10%	EMISSARY PROGRAM non-commissionable
BOOKLETS			
PAMPHLETS			
CD OF THE MONTH CLUB SUBSCRIPTIONS			
SINGLE DVDs			
AUGUSTINE INSTITUTE PARTICIPANT AND LEADER GUIDES <i>for Symbolon, Beloved, Reborn, Chosen, Lectio: Peter, Lectio: Eucharist, YDisciple, Forgiven, Divine Mercy, and all new AI programs</i>	16%	10%	EMISSARY PROGRAM non-commissionable
AUGUSTINE MULTI-DVD SETS <i>for Symbolon, Beloved, Reborn, Chosen, Lectio: Peter, Lectio: Eucharist, YDisciple, Forgiven, Divine Mercy, and all new AI programs</i>			
HEARTS AFIRE PARISH-BASED PROGRAM MATERIALS	16%	10%	EMISSARY PROGRAM non-commissionable
FORMED SUBSCRIPTIONS, KIOSK BOOKS, PARTNER PROGRAMS, KIOSK PARTS	10%		
BUCK A BOOK IS BACK YEAR OF MERCY PROMOTION <i>Two years ago, 0% was paid</i>	5%	5%	EMISSARY PROGRAM non-commissionable

# SINGLE PARISH ACCOUNT MANAGER OR A.M. IN TRAINING (1-2 PARISHES)

## COMMISSION STRUCTURE

	1 OR 2 PARISHES ACTIVE	BOTH PARISHES NON-ACTIVE
CDs Single and multi-CD sets	10%	EMISSARY PROGRAM non-commissionable
BOOKLETS		
PAMPHLETS		
CD OF THE MONTH CLUB SUBSCRIPTIONS		
SINGLE DVD <sub>s</sub>		
AUGUSTINE INSTITUTE PARTICIPANT AND LEADER GUIDES <i>for Symbolon, Beloved, Reborn, Chosen, Lectio: Peter, Lectio: Eucharist, YDisciple, Forgiven, Divine Mercy, and all new AI programs</i>		
AUGUSTINE MULTI-DVD SETS <i>for Symbolon, Beloved, Reborn, Chosen, Lectio: Peter, Lectio: Eucharist, YDisciple, Forgiven, Divine Mercy, and all new AI programs</i>		
HEARTS AFIRE PARISH-BASED PROGRAM MATERIALS		
FORMED SUBSCRIPTIONS, KIOSK BOOKS, PARTNER PROGRAMS, KIOSK PARTS	5%	
BUCK A BOOK IS BACK YEAR OF MERCY PROMOTION <i>Two years ago, 0% was paid</i>		

# TIMELINE FOR NEW ACCOUNT MANAGER COMMISSION STRUCTURE

## **MON 2/1/16 WEBINAR**

Mark Middendorf and Dan Donaldson present the Account Manager Program. The program includes the new commission structure, the Red Zone policy, and Account Manager expectations. Mark and Dan will also present the Emissary Program and the Self-Selection Process. The Self-Selection Process for Emissaries begins February 1 and will need to be completed by February 29. To self-select as an Account Manager, the new Account Manager contract must be signed and submitted by March 7. The new Commission Structure goes into effect April 1. Those who have Self-Selected to be Account Managers will need to be trained in all three channels by April 1.

## **MON 2/8/16 WEBINAR**

Mark Middendorf, Dan Donaldson and Brian Truckendbrod present the process to define service to parish accounts. The discussion will include the process to open up parishes for the Evangelization Support Team (E-Team), the one-page Parish Support Plan, user notes, and the Bluebird Policy. Each account manager should work with his/her Division Manager to define service to parish accounts by March 7.

## **MON 2/29/16**

Complete Self-Selection Process for Emissaries

## **MON 3/7/16**

Date for Account Managers to have signed and submitted the Independent Contractor Agreement, and to define the parish accounts that they will continue to serve

## **FRI 4/1/16**

New commission structure goes live

# PARISH RED ZONE POLICY

## (EFFECTIVE APRIL 1, 2016)

- Only actual parishes count in Red Zone calculations. Any actual parish that has at any time purchased AI/LCM product (including FORMED) count in the Red Zone calculations.
- All parishes that have been closed or are a cluster parish (orders through the lead parish in the cluster) do not count in Red Zone parish calculations.
- All non-parishes including schools, non-parish bookstores, conferences, religious communities, non-parish Catholic organizations, etc., do not count in Red Zone calculations.
- All Red Zone parishes opened up to the Evangelization Support Team (E-Team) do not count in Red Zone calculations.
- To keep your parishes out of the Red Zone calculation, they must order at least \$50 of physical products (not FORMED) over a 120 day period.
- All exchange orders take parishes out of the Red Zone.
- A FORMED digital subscription does not take a parish out of the Red Zone. If it did, then the parish would never appear in the Red Zone, even if its kiosks were empty. It is critical that all FORMED parishes utilize the physical products and not just the digital ones. If you have a FORMED-only parish that cancels its subscription and you do not want it in your Red Zone calculations, you can simply open it up to the E-Team, and it will be not counted.

# ACCOUNT MANAGER EXPECTATIONS

OUR MISSION: TO WIN THE WORLD FOR CHRIST  
THREE CORE GOALS FOR 2016

2

**20%**

more new parishes

3

**30%**

of your parishes on FORMED

5

**50%**

of your parishes upgrade to NGK

## JOIN IN AI/LCM'S CULTURE OF PRAYER

*The foundation of everything we do!*

- Every month AI/LCM will have a Mass offered for you and for your intentions.
- We pray for you and for your intentions daily.
- We have over 75 religious cloisters (such as the Poor Clares) praying daily for your work and for the mission of our Apostolate.
- You will be enrolled in the Spiritual Benefactor Society of the Marian Fathers of the Immaculate Conception.
- Please offer your Mass, Rosary, and Divine Mercy Chaplet for the Lord's blessing and Our Blessed Mother's intercession for this work, for your personal intentions, and for the parishioners that use our programs.
- Marian Consecration: Please join us in offering yourself to Jesus through Mary with the *33 Days to Morning Glory* retreat. Consider becoming a Marian Missionary of Divine Mercy (M3 Level).

## FULFILL TRAINING REQUIREMENTS

*Become trained in the Kiosk Program, HAPP, and FORMED, and become familiar with the AI/LCM culture*

- Work with your Division Manager (DVM) to complete the initial Account Manager training (videos, webinar, and training manual). Engage in ongoing training — attend Monday night webinars, Read all Operations Bulletins, attend the National Meeting, and visit the AI/LCM Resource Center.
- New Account Managers have three months to become trained in all three channels (Kiosk, HAPP, and FORMED).
- Understand the commission structure.
- Communicate weekly with your DVM.

## EVANGELIZE AND SERVE YOUR PARISH CUSTOMERS

- Create a strategy with your DVM to develop, build, serve, and grow your parish customers and maintain a Red Zone percentage that is less than 25%.
- Initially enter user notes, customer quotes, and orders, via the DVM. After you have three parishes, transition to Parish Access and NetSuite.
- Identify and cultivate potential Emissaries within the parish.
- Work with the Pastor and the Emissary to create a 12-month Parish Evangelization Plan that utilizes all three channels for evangelization and faith formation.
- Expand parish customer awareness of new products and programs.



