



CHECKLIST FOR A GREAT KIOSK KICKOFF

Thank you for bringing our Next Generation Kiosk (NGK) to your parish! Please have the pastor bless the stand with holy water, and consider having a Mass offered for all who will receive the materials.

Now you're ready to plan a Kickoff Weekend and help your parish launch (or re-launch) the kiosk ministry. We've found the Kickoff Weekend to be one of the biggest factors in a successful evangelization program.

WHAT IS A KICKOFF WEEKEND?

A Kickoff Weekend is a designated weekend in which the parish highlights their kiosk display and shares its resources after all the Masses. Make a 2 or 3-minute pulpit announcement after the final blessing, before parishioners come into the narthex to view the CDs, books, booklets, etc., and select some items to take home.

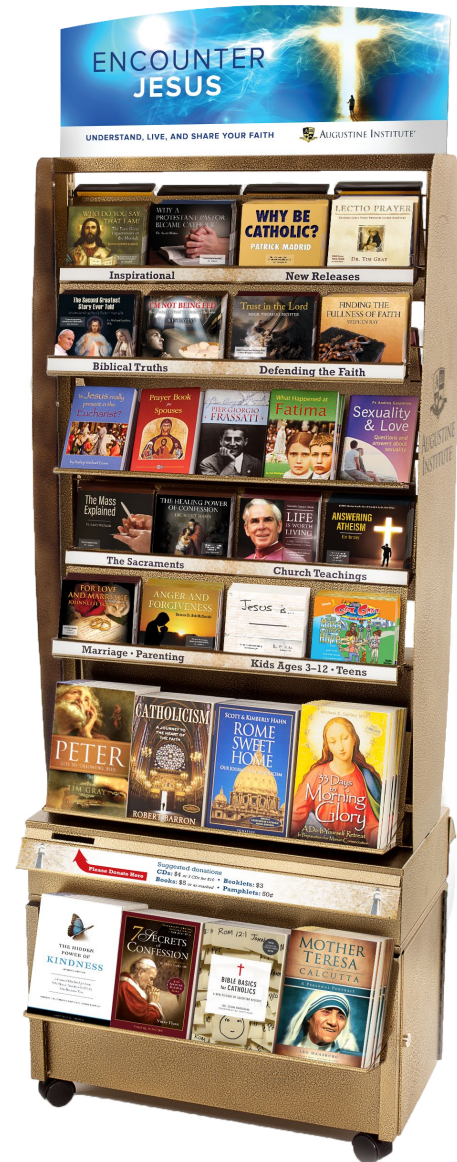
The three most important ingredients of a good kickoff are:

- **prayer**
- a **2 or 3-minute pulpit announcement** after the final blessing that explains the mission of the kiosk program
- **bundles**

WHAT IS A BUNDLE?

A bundle is a group of items (typically CDs) that are offered together during the Kickoff Weekend. People enjoy the convenience of sets and will often take a bundle on the way out of Mass simply because the idea was mentioned. Bundles provide a variety of talks and speakers, and they also encourage parishioners to get in the habit of listening to CDs on a weekly basis. Books, booklets, and pamphlets may be included in the set as well.

The first weekends of Advent and Lent are great times to offer bundles. Other opportune times may include Divine Mercy Sunday, Marian months such as May or October, or early in the summer with the message, "Don't take a vacation from your faith."



How do you bundle the CDs? Just place a rubber band around your CDs and set them out on a table at the entrance of the church next to the kiosk. Ensure that volunteers or Emissaries are at the table after Mass to answer questions. Direct those who wish to look at individual titles to browse at the kiosk rather than the table. Some parishes may wish to have a table at every entrance.

**SUGGESTED DONATION
FOR CDs IN THE KIOSK (U.S.)**

\$4 each
or
3 for \$10

**SUGGESTED PRICING
FOR CD BUNDLES (U.S.)**

3 for \$10
or
6 or 7 for \$20

**SUGGESTED PRICING
FOR CDs (CANADA)**

\$5 each
or
5 for \$20

Keeping the suggested donation at \$10 or \$20 makes it an easy amount that doesn't require giving back change.

In Canada, the recommended bundle donation may be slightly higher based on the additional customs fees and shipping. Canadian parishes should contact their Parish Consultant for suggested pricing.

USE THIS TIMELINE TO HELP YOU PLAN A GREAT KICKOFF WEEKEND

TWO OR THREE WEEKENDS BEFORE KICKOFF WEEKEND

- **Confirm the date with your pastor and add it to the parish calendar.**
- **Place your order:** Typically, if there is a pulpit announcement, small or medium parishes go through 5–10 bundles per Mass. Parishes with at least 1,500 registered families will go through 10–15 bundles per Mass. If you run out of bundles, put out a [sign-up sheet](#) so people can pre-pay and pick up their bundles the next weekend.
- **Pray:** Have a Mass said for the success of the kiosk ministry in your parish in hopes that it will evangelize many. Pray the Divine Mercy Chaplet or the Rosary, or attend Eucharistic Adoration with the intention that many souls will be reached.
- **Get help:** Find volunteers or Emissaries who can help at the table (and, if possible, at other entrances) after each Mass throughout the weekend. A parish can have more than one Emissary (those interested in becoming an Emissary can learn more and register [here](#)).
- **Advertise:** Submit *Coming soon* bulletin announcements to run two weeks and one week before, and then another one for the Kickoff Weekend itself. [Sample bulletin and pulpit announcement](#)

ONE OR TWO WEEKENDS BEFORE KICKOFF

- **Set up the kiosk:** Please allow 30–40 minutes for a new display to be assembled.
- **Place the display** where there is a lot of traffic so that everybody can see it as they exit the church. Show the pastor where you placed the display, and share your enthusiasm with him. Ask him to bless the stand and the kiosk ministry.
- **Preview the CDs and other resources:** We encourage all volunteers and Emissaries helping with the Kickoff Weekend to listen to the CDs and look through the other resources beforehand so you can make recommendations. For example, someone may come back to the table and ask, “What do you recommend for my brother who has stopped going to Mass?” or “What is this book about?”
- **Bundle the CDs:** When the CDs or books arrive, sort them so that each bundle has one of each title. They can be wrapped with a rubber band or ribbon.
- **Share the CDs with the parish priest(s):** Give a set of the CDs to your pastor so he can listen to them and offer his own endorsement.
- **Promote the Kickoff Weekend with staff and ministry leaders:** Gather a list of staff and ministry leaders in the parish. Email or call each person and invite them to the Kickoff. When you meet them, share how they can use the CDs or books in their specific role in the parish. For example, the RCIA instructor may want to use the CDs to help teach a topic like the Holy Eucharist, Mary or the Pope; or the leader of the pro-life group may take interest in our pro-life CDs as a way to educate the parish about this issue. After the weekend, contact each of these people regularly to share ideas and include their CD requests in future parish orders.
- **Prepare the 2 or 3-minute announcement:** Here is a [sample pulpit announcement](#) that has proven to be successful. Keep it short and enthusiastic. If you want more people on your Emissary team, mention that you are looking for 2–4 people to volunteer for less than an hour per week. If anyone is interested, they should come introduce themselves to you after Mass (point in the direction of the table).

KICKOFF WEEKEND

- **Offer up the Masses you attend for the parishioners:** Ask the Holy Spirit to help you touch the right people with the announcement.
- **Arrange for a table to be next to the kiosk:** A table near the display allows more people to view the bundles of CDs and books as they are leaving Mass. Also, put a small sign on the kiosk and at the table that says *Checks payable to St. XXXXX Catholic Church*. Have some \$1 and \$5 bills on hand in case people need change, but let people know that all funds collected go directly to the parish. Print this [table sign](#) with the suggested donation amounts, and place it on the table near a donation basket.
- **Recruit volunteers and Emissaries:** Have a sign-up sheet on the table for those people who would like to help out with the kiosk and become an Emissary.
- **Arrange for the announcement to be made before the final blessing:** ***It is really important to make the announcement at the end of Mass as opposed to the beginning of Mass.*** Announcements made at the beginning of Mass do not draw people to the kiosk; they simply forget. If the Emissary or volunteer makes the announcement, it is very helpful to have the pastor conclude with his encouragement that all stop by and see the kiosk and its resources.
- **After the Mass announcement, have the parishioners walk out to the table in the narthex:** There they can pick up their bundle and put their donation in a basket. People who want to quickly grab a bundle or

ask you a question can do so at your table; people who want to browse titles can go to the kiosk display. Be sure that the person giving the pulpit announcement before the final blessing mentions the suggested donation for the bundle (see [sample pulpit announcement](#)) and holds up a bundle in his/her hand. It's good to mention that the donations help to make additional resources available on the kiosk display.

- **Count the donations after each Mass:** Be sure to ask the parish if there is someone they'd like to designate to handle the money. Turn in the money to the appropriate church representative.

AFTER THE KICKOFF WEEKEND

- **Praise God** for a great weekend.
- **Take inventory:** You'll probably see a lot of CDs and books go out during a Kickoff Weekend.
- **Send a thank you note:** Call or email the pastor, sharing the great results.
- **Submit a thank you in the bulletin after the Kickoff:** See sample [here](#). Include a picture if possible.
- **Agree with Father on a date for another kickoff-type weekend in 3–4 months:** He will be very excited after seeing the success of the weekend. It's great to do this type of weekend a few times times a year. Suggested times are:
 - Advent
 - Lent
 - Easter
 - Month of May (Marian titles)
 - Summer ("Don't Take a Vacation from your Faith")
 - Back to School ("We Are All Students")
- **Place a reorder** to fill up the kiosk with new titles, or to order the same CDs for bundles if you ran out.
- **Ask your Emissaries to stand next to the kiosk for ten minutes after Mass the next weekend:** Many people will stop by the display as word spreads. Having a live person next to the kiosk really draws people in. The Emissary can share what titles are his/her favorites, inform parishioners how to use the kiosk, answer questions, and show people where to place their donations.
- **Ensure that the CDs or books are being promoted each week at all the Masses.**
 - Encourage the pastor to highlight a new CD or book each week or month.
 - Forward the email that is automatically generated with every order to the bulletin editor. The email contains a short synopsis of each talk, along with listener feedback.
 - Ask that a short pulpit announcement be made along with the other announcements at each Mass (e.g., "*This week's Lighthouse Talk is [title]*").
- **Sample weekly pulpit announcement:** *Our featured CD this week is (title) by Catholic speaker (name). You can pick up this inspiring talk at the entrance of the church in our kiosk display. A small donation of (amount) is appreciated to help us make great CDs, books, booklets, and pamphlets easily accessible to you right here at the entrance of our church in the Augustine Institute kiosk display.*