

# PARISH KICKOFF WEEKENDS

A SIMPLE AND EXCITING SOLUTION FOR CATECHESIS AND EVANGELIZATION

Create an exciting launch with a kickoff weekend and then continue the momentum by offering a CD of the Week!

## A SIMPLE 4-STEP PROCESS

### 1 CHOOSE A WEEKEND FOR YOUR LAUNCH

Announce this idea with wording like: **“We must be able to live and love our Faith and to share it with others. In order to do so more fully, we must know the Catholic Faith better..”**

### 2 INTRODUCE YOUR NEW RESOURCES AND OFFER EVERY PARISHIONER THEIR FIRST CD AS A GIFT

Ask everyone to “just push play” by saying: **“We are getting you started with the gift of this powerful CD, \_\_\_\_\_ . Push home on the way home!”**

### 3 HIGHLIGHT A NEW TALK EACH WEEK

Encourage parishioners to pick up a CD for a suggested donation of \$3: **“Each week I’ll be highlighting a new talk, so be sure to stop by the display every weekend to pick up the CD of the Week for a suggested donation of \$3. Your donation allows us to continue the program.”**

### 4 CHALLENGE YOUR PARISHIONERS TO LISTEN TO THE CDs AND THEN PASS THEM ON TO OTHERS

**“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!”**



“Lighthouse Talks 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, 1997–2015



“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.”

**Fr. Francis Peffley** - Parochial Vicar, St. Mary of Sorrows, Fairfax, VA



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

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

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

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

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



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