



# EMISSARY 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.



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# “DUC IN ALTUM”

## LUKE 5 - PUT OUT INTO THE DEEP

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# EMISSARY PROGRAM

After a decade of serving thousands of parishes and millions of souls through our programs, we've discovered the secret ingredient to reaching the maximum number of souls: a dedicated and passionate Emissary for local parish evangelization.

### WHAT IS AN EMISSARY?

The Oxford dictionary definition of the word *emissary* is “a person who is sent to deliver an official message, or to perform a special task”—i.e., the King’s special emissary. We are using this word for an important new role in AI/LCM. We think it applies particularly well, as we serve the King of Kings.

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.

### WHO CAN BE AN EMISSARY?

Anyone who feels called and can commit to donating 1-2 hours a week of their time and talent in spreading 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 Blessed Mother through our life-changing programs.



## WHAT DOES AN EMISSARY DO?

It's as simple as what Saint Benedict was fond of saying: "*Ora et Labora*" — Prayer and Work.

### PRAYER

- 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).

### WORK / SERVICE

The work involves both your personal spiritual growth and service to others. An Emissary:

- Receives incredible formation through a free personal subscription to FORMED.org with access to over 15 different Bible studies / parish based programs, dozens of audio CDs and e-books, and over a dozen Ignatius Press movies.
- Receives a Free Download of the Month Club subscription. This monthly subscription gives you our new brand talk each month on MP3.
- Joins live monthly conference call by top teachers and speakers in the Catholic Church today. Attends our Annual Conference in Denver (scholarships available) with our top speakers and Augustine Institute / Lighthouse leaders.
- Receives free materials and promotions to further evangelize at your parish
- Shares our life-changing programs, resources, and presentations in a variety of ways based on your interests and skills.

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## WHO LEADS THE EMISSARY PROGRAM?

An emissary relies primarily on the local Account and Divisional Managers to be the primary contact. Julie Musselman is the director of the Emissary program.

# 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

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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

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EMPOWERING THE NEW EVANGELISTS

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



# FREQUENTLY ASKED QUESTIONS ABOUT EMISSARIES

## WHAT SOME WAYS AN EMISSARY CAN SERVE?

As a volunteer, an Emissary assists the AI/LCM Account Manager (AM) and the parish staff in evangelization and faith formation. There are a variety of ways an Emissary can choose to serve:

### PARISH KIOSK

The parish kiosk is a foundational resource offered by the Augustine Institute/Lighthouse Catholic Media that provides parishes life-changing CDs, Books, DVDs, and booklets. Here are various ways an Emissary helps with kiosks at a parish:

- Keeps the kiosk fully stocked
- Assists the AM with the re-ordering process
- Assists with kickoffs, tables, events, as available.
- Promotes kiosk products and events via parish bulletin, emails and/or pulpit announcements.
- Keeps the Pastor and parish staff and parishioners updated on what the AM sends/shares about new products/programs and special promotions.
- Invites parishioners to join the CD or MP3 of the Month Club.

### FORMED.ORG

FORMED.org is the AI/LCM online digital platform filled with authentic, faithful and beautiful programs, books, audios, and movies. Here are various ways an Emissary helps with FORMED at a parish:

- Assists with a parish kickoff event for FORMED.
- Shares the parish's FORMED subscription with parishioners.
- Helps announce to the parish new content and events on FORMED.
- Helps parishioners log in to formed.org and shows them all it contains.

### HAPP

Fr. Michael Gaitley's Hearts Afire Parish-based Program (HAPP) retreats include *33 Days to Morning Glory*, *Consoling the Heart of Jesus*, and *Wisdom & Works of Mercy*. Here are various ways an Emissary helps with HAPP programming at a parish:

- Helps parish staff be aware of how LCM/ AI/ HAPP offerings can assist in evangelizing, catechizing, increasing devotion.
- Facilitates formation of HAPP groups and encourages parishioners to lead and join groups
- Promotes via bulletin and pulpit announcements.



### **HOW DOES AN ACCOUNT MANAGER SELF-SELECT TO BECOME AN EMISSARY?**

- First, please fill out the application.
- Next please email your DVM and RM to let them know. Your DVM will need to re-assign any parishes that you are currently serving as an account manager.
- Anyone who self-selects to be an Emissary during February, will become an Emissary March 1st.
- The first week of March, each emissary will receive a welcome letter outlining Responsibilities and Benefits and more details about the monthly calls and signing up for benefits.

### **CAN AN EMISSARY SERVE MORE THAN ONE PARISH?**

Emissaries are generally parish based, but if you are part of more than one parish community, talk with your AI/LCM AM and see what might work. Additionally, an Emissary might want to serve on a diocesan level. Your AI/LCM Division Manager can talk with you about ideas for the entire diocese.

### **HOW DOES AN EMISSARY LEARN ABOUT ALL THE PROGRAMS AND PRODUCTS FROM AI/LCM?**

- Our website: [LighthouseCatholicMedia.org](http://LighthouseCatholicMedia.org)
- Our Ideas website specifically for Emissaries and volunteers: [LighthouseIdeas.org](http://LighthouseIdeas.org)
- Monthly live calls with our top AI/LCM leaders and speakers
- Talking with your AI/LCM Account Manager

### **HOW LONG WOULD I SERVE AS AN EMISSARY?**

Emissaries are invited to commit to serve for a year at a time.

If at any time you become unable to serve as an Emissary, just let your Account Manager know so another parish Emissary can be found.

### **IS THERE ANY COST TO BE AN EMISSARY?**

There is no cost to be an Emissary. However, many Emissaries financially support the mission of the Augustine Institute and Lighthouse Catholic Media in their own way. Those who want to be a financial benefactor may do so by donating directly to AI/LCM, or by funding parish purchases, or by personally purchasing resources to give away as gifts.

