

REDISCOVER *the Beauty* **OF CATHOLICISM**

THE DIOCESE-PARISH BOOK PROGRAM

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Rediscovering Catholicism Evangelization Program Overview

- When 70% of Catholics in America don't regularly go to Church on Sunday, isn't it time somebody did something? We think it is.
- Our goal is to share a copy of **Rediscovering Catholicism** with every Catholic in the United States over the next ten years... and we hope you will join us in that effort.
- Why **Rediscovering Catholicism** and not another Catholic book? After more than eight consecutive years on the Catholic bestseller list we are now making low-cost copies of Rediscovering Catholicism available to energize Catholics and reignite their passion for our faith. With more than two million copies of Rediscovering Catholicism now distributed it is quickly becoming the most read Catholic book of our times.
- 40% of the people in the pews at Christmas only attend once a year -- and so, it is our only chance to re-engage them. Sometimes a book is all it takes. Books change our lives. Don't send them home empty-handed this Christmas.
- Is the diocese-parish book program the perfect and complete answer to re-engaging disengaged Catholics? No. Is it better than doing nothing? Absolutely!
- Is everyone going to read it? No. Will it change the lives of those that do? Yes.

"I have been a priest for 50 years and I don't know a book that has revitalized the faith of more people... or brought more people back to the Church."

Fr. Ron Rieder • Huntington, Indiana

- Is it worth the investment? You decide...forget the spiritual benefits for a moment and focus just on the financial return for your investment. If one person comes back to the Church because you give them a book on the way out of church this Christmas, they read it, and it re-engages them, here are the stats:
Assuming that person is 40 and he or she dies at 80, and they put \$10 in the basket each week. That returning Catholic will contribute \$520 over the next year and \$20,800 over the course of the rest of his/her life. All because you distributed a \$2 book!

Let's take this one step further... **if you distribute 1,000 books this Christmas and 99 of every 100 copies distributed fails to reengage someone, are you being a good steward of the gifts God has blessed your parish/diocese with?** From a financial perspective using the above model, the ten people bought back to your parish from the 1,000 books distributed **would provide a \$5,200. return in the first year, with an overall lifetime return of \$206,000. for your \$2,000. investment--a worthwhile financial return on your investment?**

From a spiritual perspective what value does Our Lord place on returning even just one lost sheep back to the flock? *"If a man has a hundred sheep and one of them goes astray, will he not leave the ninety-nine in the hills and go in search of the stray? And if he finds it, amen, I say to you, he rejoices more over it than over the ninety-nine that did not stray. In just the same way, it is not the will of your heavenly Father that one of these little ones be lost."* Matthew 18:12-14
- This book is bringing people back to the Church. If you had to give away 500 hundred copies for one person to come back to the Church, would you?

Simple 5 Step Implementation Process

We have designed a five-step process to launch this program in your parish/diocese. The process requires only a minimal amount of time by parish staff and volunteers to maximize the impact of the initiative. Below is a basic outline of the process:

1. **Funding**-Think big. Don't let your budget limit the amount of books distributed. Find four people to contribute \$500 and you can gift your parish with 1,000 copies. Ask ten people to contribute \$500 and you can get 2,500 books. Or perhaps your local Knights of Columbus will be willing to sponsor part or all of the effort as they have in other parishes and diocese. Can you imagine 2,500 books being passed out this Christmas at your church. The energy around that would be incredible.

2. **Ordering**- The cost of the books is just \$2 per copy. This price includes shipping as well as all follow-up and promotional resources. Books may be ordered in the following quantities 250, 500, 1,000, 1,500, 2,000, 2,500, 3,000, 4,000, and 5,000. Simply visit www.DynamicCatholic.com and follow the link to "Parish Book Program" or contact John Porricolo @The Dynamic Catholic Institute directly.

3. **Scheduling**- Books are available year round, but for maximum impact we advise you to distribute books at Christmas and Easter. There are so many Catholics who only come to church at Christmas and Easter - and so this is our only opportunity to re-engage them. Isn't it time we did something to bring these people back?

4. **Promotion**- Place announcements in your parish bulletin leading up to the distribution of books to build anticipation in your community. Sample announcements will be provided by The Dynamic Catholic Institute to use as templates. Ask the pastor & priests that serve your community to read the book and consider using one or more of the homily ideas to introduce the book the Sunday books are being distributed and the weeks following distribution.

5. **Distribution & Volunteers**- Arrange friendly volunteers or at several parishes the Knights of Columbus have agreed to spearhead the distribution of the books to hand a copy to each person/or family as they leave from Church.

Program Feedback

- *"I have been away from the Church for twenty years, but last Christmas something drew me to go. On the way out of Mass everyone was handed a copy of the book and for some reason I read it. I came back to the Church because of this book."* Lindsey G. Cincinnati, Ohio
- *"This book brought me back to the Church!"* Mary J. • San Diego, California
- *"Brilliant! Whoever thought of this has gotten beyond the complexity to a simple idea that is really re-engaging Catholics."* Brian W. • Des Moines, Iowa
- *"This book brought my son back to the Church!"* David H. • Denver, Colorado
- *"His friend gave the book to my husband and I never thought he would read it, but he did. This book brought my husband back to the Church!"* Sally R. • Orlando, Florida
- *"This is the first time the Church ever gave me something tangible. I know it sounds crazy, because the Church does so much for people... but this is tangible, in my hands, and it really made me stop and think."* Jessica B. • Philadelphia, Pennsylvania