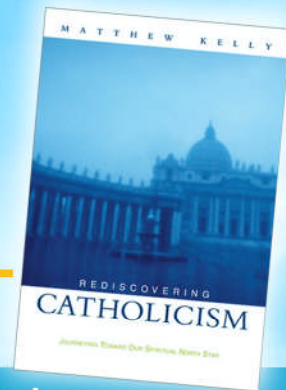


REDISCOVER *the Beauty* OF CATHOLICISM

THE DIOCESE - PARISH EVANGELIZATION BOOK PROGRAM



When 70% of Catholics in America don't regularly go to Church on Sunday, isn't it time somebody did something?

Our Goal

To share this book with every Catholic in the United States over the next ten years to reengage the many disengaged Catholics... Will you join us in this 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

So this might be our only opportunity to reengage them. Sometimes a book is all it takes. Books change our lives. Don't send them home empty-handed this Christmas.

"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 from 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 \$3,200 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?

We have designed a simple five-step process to launch the program in your parish/diocese. The process requires only a minimal amount of time by parish staff and volunteers to maximize the impact of this initiative. Please contact John Porricolo at 513.766.8398 ext 6 or email John@DynamicCatholic.com for more information to learn how to light your parish on fire this Christmas!