

## YOUR FAITHRAISER SUCCESS PLAN

Thank you for choosing **Lighthouse Catholic Media's Faithraiser Program**. We believe that your Faithraiser display will become an effective source of spiritual renewal and financial benefit for your parish community.

Here are some important practical points to help ensure the success of your Faithraiser Program. These effective actions have been proven to dramatically improve Mass attendance and donor response in parishes across the country.

1. Bless the stand and program, asking the Lord to use this to draw people closer to him, and invoke the assistance of the parishioners' guardian angels.

2. When you introduce the Faithraiser Program to your parish, it is important to make sure your parishioners know how it works from the beginning. The real key to a successful start with enthusiastic parishioner participation is for the pastor to verbally encourage parishioners to take the CDs, as people will listen to their pastor. This program is an effective way to move toward your goal of catechizing and evangelizing the parish. People are very hungry for this kind of information, but they need to be directly encouraged because most have never heard a Catholic CD or tape (and most don't read anything having to do with faith), and they don't know what they are missing. This is a unique opportunity for them to grow.

It is VERY helpful for the presiding priest of each Mass or event to do the following:

Make an announcement about the program at the end of every Mass or event. Here is a sample:

*"I am pleased to present a new learning opportunity here at (parish name). In the back of the church, you will see a new wooden display with a variety of free (or inspiring) CDs and pamphlets prepared by Catholic priests and eminent Catholic lay people. These talks are guaranteed to deepen your appreciation and understanding of our Catholic Faith."*

(Hold up some of the CDs and announce the names and a sentence or two about each.)

*"Once you have listened to the CDs, please pass them on to family, friends, neighbors, etc. All donations and feedback are greatly appreciated and will help support this vital ministry!"*

- ' You can mention this to the parishioners as a real opportunity to evangelize, as we are all called to do, and to reach out to their adult children, their friends, to those not attending Mass, etc. Remind them that they don't have to be a theologian.
- ' Emphasize what an incredible deal this is and that the retail value for most CDs ranges from \$7 to \$10. You can encourage parishioners to "throw a twenty dollar bill" in the donation box and take 9 of them!!
- ' It can be helpful to challenge people to invest a little in their Faith, to evangelize

themselves. This is how to make their Faith interesting and relevant in their lives. Perhaps ask for a show of hands of how many people present have read a Catholic book or something from a Catholic magazine in the last three months.

After the program is running for a while, ask how many have taken CDs and then re-encourage them.

3. Write a letter in the bulletin to your parishioners explaining the Faithraiser Program.

4. In order to give you the best possible service, we suggest that you designate one person to be your liaison with your Lighthouse Account Manager for placing orders, answering questions, providing feedback, etc. This will help make your Faithraiser Program as successful as possible. Your Account Manager has a wealth of resource material available and will share this with your liaison, along with details regarding Mass volunteers, creative ways to promote the CDs, etc.

5. Allow the volunteer to run ongoing bulletin and pulpit announcements, highlighting a different CD each week, along with a brief description of the talk.

6. Near the end of each 2-3 month cycle, run a bulletin and pulpit announcement to let parishioners know that the titles are changing. For example:

*“LAST CHANCE! ... The following titles will be available for the next two weeks and then will be replaced with all new titles (list the new titles). Once you have listened to them, please pass them on to others. You will find the display at the back of the church. Your donations and feedback are greatly appreciated and will help support this important ministry!”*

When the new titles are in, list them in the bulletin (if space permits) or create a flyer to be placed at the ends of the pews or inserted into the bulletin.

7. For the best results, a volunteer should be present after each weekend Mass to encourage parishioners to take advantage of the CDs and pamphlets – and to encourage donations. Checks should be made payable to the parish.

We hope these few simple suggestions will help to bring about the spiritual renewal and helpful donations we have seen in many other parishes. Remember, Lighthouse Catholic Media is always here to help.

Lighthouse has over 20 cloisters of nuns praying for the success of this ministry in all of the parishes involved with Lighthouse.

God bless you.