



PARISH PUBLICITY GUIDE

WAYS TO GET THE WORD OUT



**INVITATION
BY THE PASTOR**



**ANNOUNCEMENTS
AT MASS**



**PERSONALLY
INVITE PEOPLE**



**POSTERS
AND FLYERS**



**PARISH
BULLETIN**



**PARISH
WEBSITE**



**REGISTRATION
TABLE AFTER
SUNDAY MASS**



**EMAIL BLAST
TO PARISH LIST**



**SOCIAL MEDIA LIKE
FACEBOOK AND
TWITTER**



BANNERS



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AUDIENCE: WHO TO TELL ABOUT EACH COMPONENT OF THE 99

THE 99 MASTERCLASS

Invite anyone to *The 99 Masterclass* who is actively doing ministry in your parish, including parish staff, Eucharistic ministers, religious educators, lectors, and the parish council—basically anyone who would benefit from a deeper understanding of evangelization and share this knowledge with the parish as a whole. The support of such key parish leaders will ensure that word gets out.

THE 99 HANDBOOK

This short book is intended to be a companion and follow up to *The 99 Masterclass* and *The 99 Experience*. Through individual reading and small group discussion, *The 99 Handbook* can help continue the process of community building that is the focus of *The 99*. It is available for purchase with special parish bulk pricing, and can be used in a variety of ways to support parish evangelization efforts.

Consider providing *The 99 Handbook* for:

- Participants in *The 99 Masterclass* as they complete the course
- Participants in *The 99 Experience*
- Parents of children in sacramental preparation
- New parents in baptismal preparation
- Engaged couples of the parish
- Parish staff and volunteers
- Every parishioner, with copies available in the church vestibule or gathering space



THE 99 EXPERIENCE

Everyone can benefit from attending *The 99 Experience*, especially those who are disengaged from practicing their faith. Here are some groups to consider inviting:

Engaged Parishioners

These individuals are actively involved in parish life. They are typically considered to be among the “ninety-nine” sheep that did not go astray (see Luke 15:3-7), but they too might also be the “one” who has wandered off. After all, each of us, regardless of our participation in the life of the Church, needs to be sought out by Jesus the good Shepherd and brought into a closer relationship with him.

Reach out to this group through:

- Pulpit announcements
- Bulletin announcements
- Social media
- Email blasts
- Signs
- Pew cards

Weekly or Frequent Mass Attendees

Those who attend Mass every Sunday—or at least frequently—but have no other involvement in parish life. They attend Mass out of routine or obligation. For this group in particular, *The 99 Experience* can be life changing. Be intentional and creative about inviting them. Though it will likely take more than a simple announcement to bring them in, clear publicity from the pulpit and in the bulletin will help plant the seed.

Reach out to this group through:

- Personal invitation (either face-to-face or via call or text)
- Registration tables outside of Mass
- Social media
- Email
- Pew cards



Christmas and Easter Catholics

There are probably many in your parish who only set foot inside a church at Christmas and Easter, and perhaps at weddings and funerals. Their faith hangs by a thread, but they identify as Catholic. These would benefit most from *The 99 Experience*—but reaching them can be a challenge given their lack of involvement in the parish.

Reach out to this group through:

- An intentional personal invitation campaign
- Signs posted in your community (e.g., ask Catholic small business owners to post announcements; start with those from your parish)
- Presence at community events
- Social media outreach to active parishioners to invite relatives and friends who fall in this group
- Registration tables outside of Masses

Former Catholics

A group that unfortunately continues to increase in number. For these individuals, you will need to “leave the ninety-nine” and seek them out, one by one.

Reach out to this group through:

- An intentional personal invitation campaign
- Signs posted in your community (e.g., ask Catholic small business owners to post announcements; start with those from your parish)
- Presence at community events
- Social media outreach to active parishioners to invite relatives and friends who fall in this group



Everyone Else

You might notice someone in the supermarket, at your kids' soccer practice, at the gym, or at some other event, and you get a little nudge from the Holy Spirit. You feel the pull to reach out to him or her in some way. *Remember:* As disciples of Jesus, all of us are called to share the Good News! Inviting this person to *The 99 Experience* is a great way to answer the evangelistic nudge that the Holy Spirit has put in your heart.

THE 99 PROMOTIONAL TIMELINE CHECKLIST

Before you begin, gather the key parish decision makers and discern the best dates to run *The 99 Masterclass* and host *The 99 Experience*. Order review copies of the various materials so that your team can become familiar with them and fully understand how *The 99* works and what is involved.

We recommend that you begin promoting both *The 99 Masterclass* and *The 99 Experience* three months in advance.

PROMOTING THE 99 MASTERCLASS

Three Months Out

- ☐ Determine those in your parish community who are involved in evangelization in any way, as well as those who are active in your parish and have the potential to become involved in the work of evangelization with some training. Over the next three months, personally invite them to participate in *The 99 Masterclass*.
- ☐ Develop an email list of those you have invited to *The 99 Masterclass*. Send updates and announcements to this list on a regular basis.



- ☐ As soon as possible, determine and reserve the location where you will hold *The 99 Masterclass* and begin mapping out the details of what each session will include. The more details you can provide to your participants, the more likely they will be to commit.
- ☐ Order copies of *The 99 Masterclass Guide* for all participants and distribute them as soon as they arrive. Providing participants with materials early will help get them excited about the program.

Two Months Out

- ☐ Using the bulletin and pulpit announcements we have developed for *The 99 Masterclass*, announce to your parishioners that the parish is implementing *The 99*. Invite anyone who is interested in becoming part of your parish's evangelization effort to *The 99 Masterclass*.
- ☐ Continue making personal invitations.

One Month Out

- ☐ Start a social media group for *Masterclass* invitees through which they can stay in touch and share ideas prior to the event.
- ☐ Ask those who have committed to reach out to anyone else they think would benefit from the *Masterclass*. Encourage them to offer a personal invitation.

One Week Out

- ☐ Email all committed invitees the final details.
- ☐ Make a final announcement and invitation to the parish.
- ☐ Prepare the location of your *The 99 Masterclass*, and ensure that all necessary tech and media is functioning correctly.



PROMOTING THE 99 EXPERIENCE

Before you begin, prayerfully discern what role each of *The 99 Masterclass* participants will play on your evangelization team. Work together on developing a plan for *The 99 Experience* that is right for your parish. Determine when and where you will host it.

Three Months Out

- ☐ Review *The 99 Experience* outlines in *The 99 Masterclass* Guide and develop a plan for hosting your evangelization mission.
- ☐ Get the word out. Place an initial announcement in the parish bulletin, create an event on Facebook, and ask *The 99 Masterclass* participants to share information on social media and make personal invitations.
- ☐ Develop a new email list for those who have expressed interest in attending *The 99 Experience*.
- ☐ Order copies of *The 99 Handbook* for your parish. This helpful resource can be used as follow-up to *The 99 Experience*, both through individual reading and small group discussion.

Two Months Out

- ☐ Shift into full gear with pulpit announcements, a follow-up bulletin announcement, email, social media, and a personal invitation campaign.
- ☐ Work with your evangelization team on creating a plan that spells out each team member's role during *The 99 Experience*.
- ☐ Consider other ways you could invite people to *The 99 Experience*. Are there community events that your evangelization team could attend and make personal invitations? Could you ask local Catholic business owners to post notices in their stores? Think outside the box!



One Month Out

- ☐ Encourage each team member to make a list of those in the parish (and beyond) they could invite, whether through a face-to-face invitation or a text, email, or call.
- ☐ Have team members present at information tables in the church vestibule after Mass to invite parishioners to attend *The 99 Experience*.

One Week Out

- ☐ Have pulpit announcements read by *Masterclass* participants at each Sunday Mass.
- ☐ Prepare the location where you will host *The 99 Experience*, ensure that all necessary tech and media is functioning correctly, and make final preparations with your evangelization team. Remember that hospitality is key, and creating a welcoming environment will keep your attendees engaged and excited to be a part of your parish community!

Thank You!

Thank you for choosing *The 99* to make a concerted effort toward ongoing evangelization in your parish. Programs do not evangelize; people do. The goal of *The 99* is to be a “toolkit” for you to evangelize more effectively, both at your parish and in your community. The work of evangelization needs dedicated Catholics, such as you and your team, who are willing to reach out to those who need to hear Jesus’ message.

It is our sincere hope that this Parish Publicity Guide and all of *The 99*’s leader’s resources will spark new ideas and approaches for bringing the Gospel message to those in your parish. May God bless you and your team in your efforts to reach out to the “ninety-nine”... and the “one” ... among Jesus’ flock.

