Findings from the Catholics Come Home Initiative

Catholics Come Home (CCH) was a call to every level of our society. Some key successes:

- **Non-Christians:** The average TV viewer saw the commercials 2 times per day this past Lent, sharing an important and positive message to over a million people in our region.
- **Inactive Catholics:** Fully 7.4% more Catholics began attending Mass in NE Wisconsin after the commercials aired. Priests also reported noticeable increases in participation in the other sacraments. Active Catholics overwhelmingly stated the commercials fostered their identity and pride. Parishes reported positive influences on parish vitality and spirit.

Go to gbdioc.org/cchresources for full report

Bulletin Inserts on CCH Results
For October 16-17 and/or Oct. 23-24, 2010

Please notice that there are three versions of varying lengths of this insert.

Questions, Comments Suggestions?
Contact Kristina kdeneve@gbdioc.org or 920-272-8304

Findings from the Catholics Come Home Initiative

Catholics Come Home (CCH) was a call to every level of our society, from non-Christians to inactive Catholics to the most committed disciples.

Some key successes:

- **Non-Christians:** The average TV viewer saw the commercials 2 times per day this past Lent, helping the Roman Catholic Church in Northeast Wisconsin share an important and positive message to over a million people in our region. If absolutely nothing else happened, this alone made CCH a success.
- **Inactive Catholics:** By the time the commercials ended, 7.4% more Catholics began attending Mass in NE Wisconsin. Priests also reported noticeable increases in the Sacraments of Baptism and Penance and Reconciliation.
- **Active, Committed Catholic Disciples:** Active Catholics overwhelmingly stated the commercials fostered their identity and pride. Parishes reported both direct and indirect effects on parish vitality and spirit.

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