Catholics Come Home: the Call, the Cost and the Way
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The Call....to Evangelize

• Gospel of Mark
  – Jesus’ first words: This is the time of fulfillment. The kingdom of God is at hand. Repent and believe in the gospel.
  – Jesus’ last words: Go into the whole world and proclaim the gospel to every creature.

• Gospel of Matthew – The Commissioning (Ch.10)
  – You will be given at that moment what you are to say
  – What you hear whispered, proclaim on the rooftops
  – Whoever finds his life will lose it and whoever loses his life for my sake will find it.
The Call....to Evangelize

• John XXIII, Sept. 1962 listed challenges the world was facing (indifference, denial of God, exaggerated individualism), referred to Jesus’ command to go and teach all nations and then ended his speech by saying the “purpose of the council was, therefore, evangelization.”

• Though the word “evangelization” appeared 49 times in VCII documents, this theme was implicit in the documents, not explicit.

  — This changed with Paul VI
The Call....to (New) Evangelization

- Paul VI in *Evangelii Nuntiandi* (1974), “We wish to confirm once more that the task of evangelizing all people constitutes the essential mission of the Church. Evangelization is in fact the grace and vocation proper to the church, her deepest identity”

- John Paul II in 1983 begins speaking of a new evangelization, with “new” referring not to the message, but to the zeal, expression, methods.
  — “Re-evangelization” for nominal Christians
The Call….to (New) Evangelization

• In U.S., only 33% of Catholics attend weekly Mass (CARA).
  – In Green Bay, 29% of Catholics attended Mass on any given Sunday in 2007, namely 102,323 people out of a population of 354,153 self-identified Catholics.

• Benedict’s first Roman Curia innovation deals with evangelization (April 25, 2010)
  – Pontifical Council for the New Evangelization
  – Headed by Italian Archbishop Rino Fisichella
The Call to....(New) Evangelization

  - Lenten viewing. Average person saw 14 times
  - Over 3.5 million people saw commercials
  - Found 12% increase in Mass attendance

- So, why Catholics Come Home and why now?

- For discussion: What call to evangelization is most present in your diocese?
  - Bishop, Diocesan/Parish colleagues, Yourself?
The Cost....in Human Resources

• Diocesan Staff, Pastors, Parish Directors, Deacons, paid staff, and unpaid parish leadership all considered how their parish might take advantage of this opportunity.

• Director of Spirituality and Evangelization worked essentially full-time on initiative for one year

• Other diocesan staff prepared and supported CCH initiative as tied to their areas
The Cost....in Financial Resources

- Commercial Air-Time, $215,000
  - Raised by small set of local donors
- Salary of diocesan staff
  - Paid annually through Bishop’s Appeal monies
- Diocesan Support of Parish Efforts, $27,000
  - Advancing the Mission Evangelization Endowment
- Parish expenses varied based on parish initiatives
The Way....in Green Bay....July

- **Steering Committee Recommendations**
  1. Show commercials to parishioners before Lent
  2. Host a Pastoral Council and/or Parish Staff meeting on how parish might prepare prior to Lent 2010 to take advantage of CCH opportunity
  3. Strengthen parish efforts in 3 “W”s
     - Welcome
     - Worship
     - Website
The Way....in Green Bay....August-Nov

• Official Letter from Bishop Announcing Program
• Packet goes to every parish
  – Recommendations
  – Resources for Pastoral Council/Staff mtg
  – Initial Ideas for Worship, Website, Welcome
• Workshops, Workshops, Workshops!!!
The Way....in Green Bay....Advent

• Advent “Secret Shopper” Self-evaluation
• Packet goes to every parish
  – Informing parishioners
  – Forming parishioners (to talk w/others)
  – Profile of inactive Catholics
  – Fifteen Ways to help returnees feel special
• Banners ordered by parishes
• Mini-grants submitted, max $300
  – Largest parishes must match funds
The Way....in Green Bay....Last Six Weeks

• Final Resources packet to parishes
  — Liturgical Resources (intercessions, music)
  — Pastoral Resources (incl. healing after closures)
  — Sample brochures (Annulments, Spanish Masses)

• Evangelization 101 Workshops

• Diocesan “Welcome Home” newspaper

• Final parish prep
  — Banners up, mini-grants implemented
  — Hospitality enhanced, welcome tables, gift bags
  — Young Ambassadors trained
The Cost and the Way....For Discussion

• Previously, what call to evangelization is most present in your diocese?
  – Bishop, Diocesan/Parish colleagues, Yourself?

• Human and Financial resources would be needed to implement any new evangelization effort your diocese might enact.
  – What resource(s) would be most difficult/challenging to garner?
  – What resources would be easiest to utilize and how might they be used as part of solution?
Stewardship....Spirit Working thru Us

- Commercials seen by 99.9% of residents
- Seen an average of 2 times per day over 7 weeks (compared to 14 times in Phoenix)
- Spanish commercials on radio and newspaper
- English radio spots in rural areas
- Some parishes supplemented advertising
  - Newspaper ads
  - Appleton area bought radio spots for themselves
Stewardship....During the Campaign

• Weeks One and Two
  – Major boost to Catholic morale, identity, pride

• Weeks Three thru Six
  – “Well, we’ve had ___ happen, but we don’t know if it’s because of the commercials.”
Stewardship....Preliminary Findings

• Mass Attendance Counts (being calculated)

• Online Survey
  – 94% indicated parish did SOME preparations
  – 54% noticed more people going to Mass
  – Talking about faith in public (54%) or w/family and friends (57%)
  – Most valuable diocesan resource was bulletin inserts and such during the campaign

• Gratitude Dinners and Random Calls
The Ongoing Call.....Next Steps

• Packets to parishes
  – 10 recommendations for next steps
  – Sharing the results

• Parishes report desire to continue building a warm and welcome parish, to listen to non-members and to reach out

• Parishes want diocese to continue advertising-as-evangelization efforts and offer positive messages to offset neg. media
• What call to evangelization is most present in your diocese?
  – Bishop, Diocesan/Parish colleagues, Yourself?
• What resource(s) would be most difficult/challenging to garner?
  – What resources would be easiest to utilize and how might they be used as part of solution?
• What primary outcome would be needed in order for you, your parish and/or your diocese to consider your (new) evangelization effort to be a success?