



— ARCHDIOCESE OF —
CINCINNATI

RADIATE CHRIST

A PRAYER FOR PEACE,
JUSTICE AND GOODWILL



Pray a Minute

Our help is in the name of the Lord, who made heaven and earth.

*Almighty God, you created us in your image and likeness, forming
one human family.*

In your enduring love, you have promised to never leave us.

In the midst of strife and turmoil in our land, we ask you for peace.

May victims of injustice be relieved of their suffering.

*Help us, your children, to be people of goodwill, radiating the
light of faith.*

*May the example of Mary, the Queen of Peace, move us to be more
faithful disciples of your Son.*

*Send your Holy Spirit to inspire us in word and deed, as we strive to
bring about your kingdom here on earth.*

Through Jesus Christ our Lord. Amen.

WWW.PRAYAMINUTE.COM



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TUESDAY, SEPTEMBER 22, 2020

Back to Mission – Communication

BACK TO MISSION - COMMUNICATION

Agenda

Time	What	Who
1:30-1:35	Prayer & Intro	Mike Schafer
1:35-1:55	Branding	Mike Schafer
1:55-2:15	Parishioner Engagement	David Kissell
2:15-2:45	Roundtable Discussion	Fr. Jason Bedel Amy Lesko Sarah Merkel Fr. Brian Phelps
2:45-2:50	Wrap-Up & Prayer	Mike Schafer

What is a Brand?

A brand is simply who you are:

- What you stand for
- Image
- Reputation
- Character
- Built by Experience

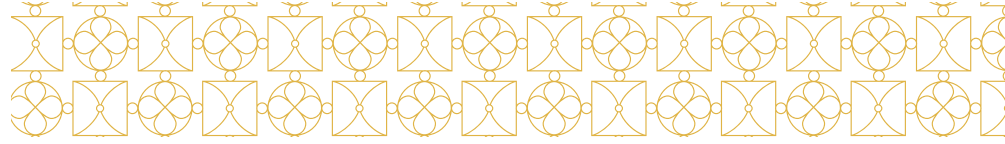


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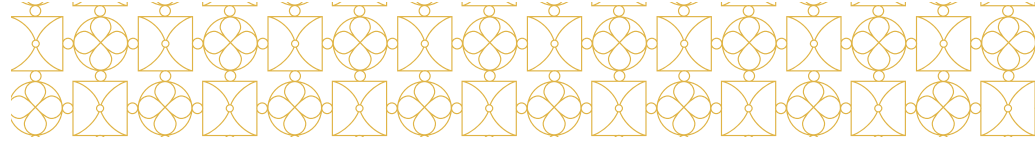
Who are we?

From the dawn of time, people have sought happiness. The desire for happiness animates our ambitions and choices. Yet no matter how hard we work, and no matter how much we accomplish, we are still left with a certain sense of emptiness or incompleteness. In our yearning for what's missing, we can tend to turn to the temporal – more stuff, more pleasure, more security. But ultimately none of these fill the void.



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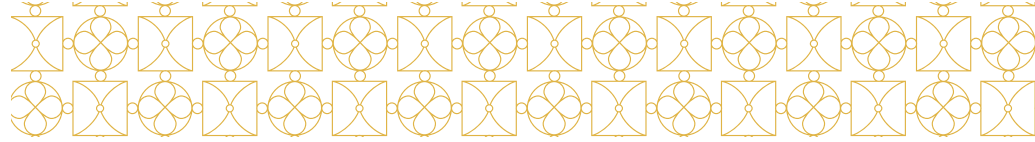
Who are we?

God loves us and wants us to be happy (Jn 15:11). God loves us so much that He sent His Son, Jesus, to suffer and die to redeem us from our sins so that we might be free to enjoy life to the full (Jn 10:10). "The desire for God is written in the human heart, because man is created by God and for God; and God never ceases to draw man to himself" (CCC 27). Jesus continues to be present to us through his Church so that, through Word, Sacrament and Charity, we might always know His love for us and, in turn, know and love Him.



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Who are we?

As the Roman Catholic Archdiocese of Cincinnati, we are witnesses of God's love for all people.

We invite, welcome and support each other to discern and respond to God's plan for each of us so that we may all experience the peace, joy and fullness of life that Jesus promises.





In short, we are called to

Radiate Christ



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Who are we?

PURPOSE

Peace, joy and fullness of life with Jesus Christ, in both this life and the next.

VISION

That all the people of western and southwestern Ohio know and respond to God's specific plan for them and share God's love with all as His Church on earth.

MISSION

Witness to Jesus Christ's love for us by reflecting the same love and compassion to all God's people.

DISTINCTIVELY CATHOLIC

The Catholic Church is Christ's sacramental presence on earth, instituted by Him as a visible sign of love and instrument for our eternal salvation.

Through Word and Sacrament, Christ is present among us, and we in turn witness to His presence through works of charity.

Through baptism, Catholics become part of the Mystical Body of Christ; they do not merely **go** to Church, they **are** the Church.



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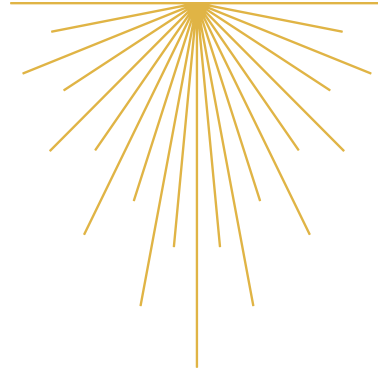


Let us foster “a renewed esteem for beauty as a means of touching the human heart and enabling the truth and goodness of the Risen Christ to **radiate** within it.”

Pope Francis, *Evangelii Gaudium*



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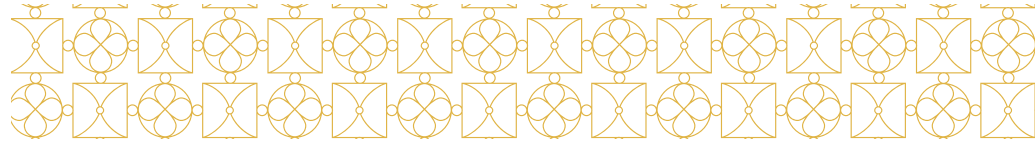


Character:

Bold - Joyful - Beautiful



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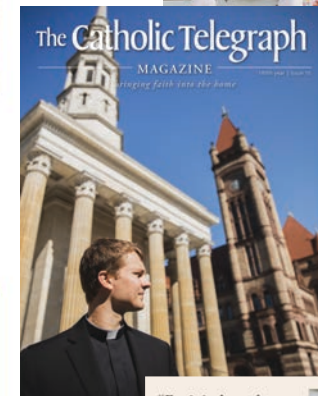
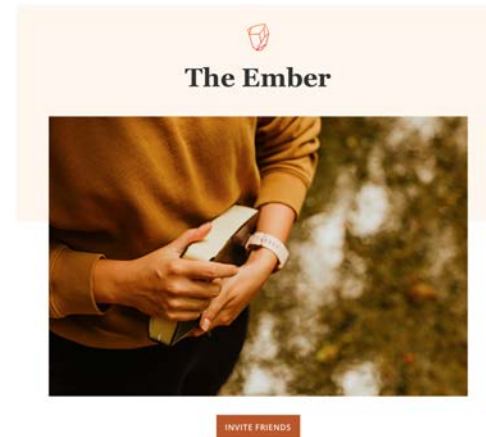
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How will anyone know?

- The Catholic Telegraph
 - The Daily Divina
 - The Ember
- Key Initiative Microsites
 - PrayAMinute.com
 - iVoteCatholic.org
- New Websites (mid-October)
- Beautiful Videos
- Attitude (literally radiating Christ)
 - "Pastoral Center"
 - CatholicAOC.org



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Can we do good when times are bad?

2020 has been a tough year: Suspension of public Masses, stay-at-home orders, no Sunday Mass obligation – not to mention the loss of income for many. But Catholics of the Archdiocese of Cincinnati didn't let all that stop them from contributing to the Catholic Ministries Appeal, **surpassing the \$5 million goal in record time.**



Where would we be without Catholics?

The Catholic Ministries Appeal is annual campaign supporting six ministries that teach, feed and h
Donated funds support: Catholic of Southwest Ohio and Catholic Services of the Miami Valley; St. I



Wrath and anger are hateful things, yet the sinner hugs them tight. Sirach 27:30

How do you let go of anger?

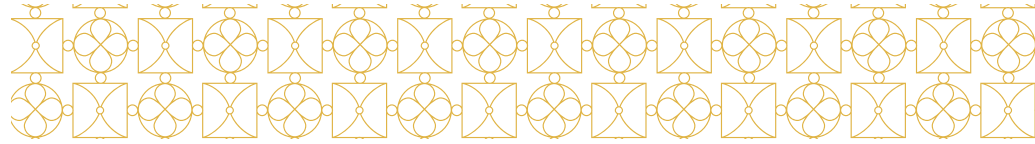
the daily divina

"For it is through the Holy Spirit that this child has been conceived in her. She will bear a son and you are to name him Jesus, because he will save his people from their sins." Matthew 1:20-21



How do you honor Mary through your spiritual life?

the daily divina



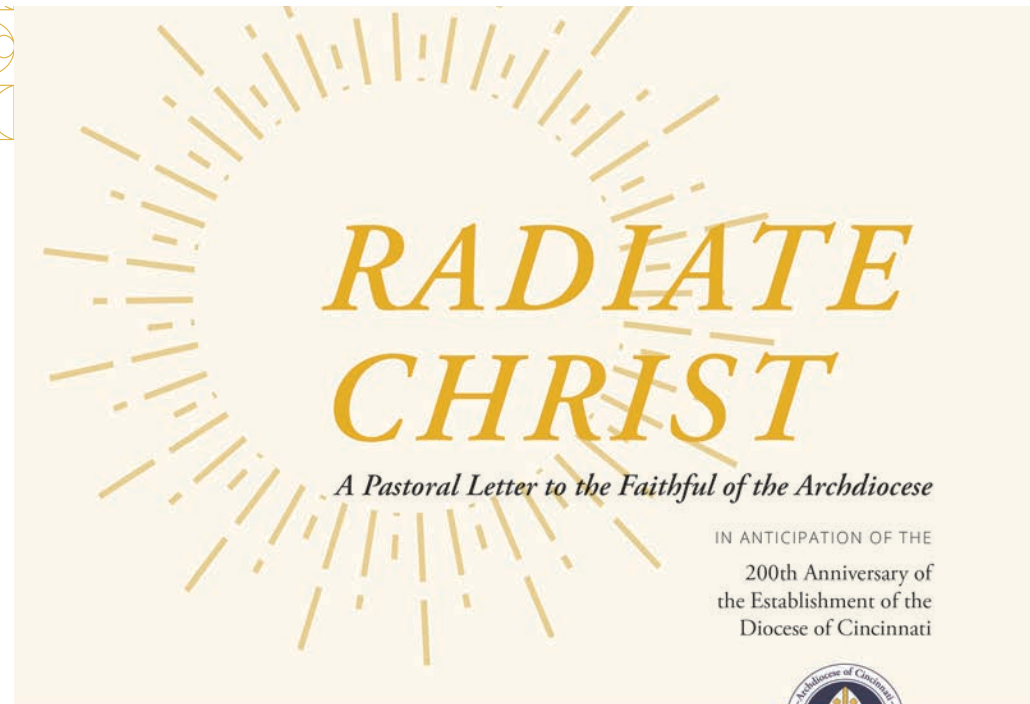
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What is the connective tissue?

- “Radiate Christ”
 - Pastoral Letter
 - Study Guide
 - Both available at:
TheCatholicTelegraph.com
- Attitude
 - Bold ~ Joyful ~ Beautiful
 - Welcoming
 - Consistent
- Bicentennial ~ June 19, 2021
 - Local Planning Committee



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My dear brothers and sisters in Christ,

Radiate Christ. These two words summarize God the Father's hope for humanity on this earth. The words contain both a reality and a mission: the reality of the person of Jesus Christ as the Savior of all people and the mission of each Christian to participate in the Son's redemption of the world.



BACK TO MISSION

Parishioner Engagement



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Parish Pandemic Report: 6 Months Later

What has happened in the last 6 months?

- Special focus on how the parish has served during the pandemic
- Mass attendance / Sacraments
- Ministry Updates
- Back-to-School: how's it going?
- Parish Financials
 - Current state of the financials
 - What's the next 3 to 6 months look like?



BACK TO MISSION...IDEAS FOR PARISHIONER ENGAGEMENT

“How many times do we have to tell people? Until they hear it!”

Increased Communication is vital right now.

- **Email** Updates (at least weekly)
 - Flocknote, ConstantContact, MailChimp
- Updates on **website** (at least weekly)
 - Special section for Covid-19 Updates
 - Blog or Update Page: Latest content on your homepage
- **Social Media**: focus on inspiring, good news with pictures/video
- Continue to **Live Stream Mass**



Faith Formation Pastoral Care & Outreach Stewardship & Parish Life Media/Publications

News

Homelessness In Greater Cincinnati
Posted on September 14
Join us for an informative evening where you will learn about the critical issue of homelessness from an expert experienced in finding solutions on Monday, September 21, 2020 at 7 p.m. Read more about this evening ▶

Come Lounge On the Lot, and lend a helping hand....
Posted on September 13
We are excited that we have a special event coming to the GS parking lot on Sunday, October 11 from Noon-4:00 p.m. Of course, we do need some volunteers. Learn more about the day and how you can help ▶

24th Sunday in OT & CLOW
Posted on September 12
Masses live streamed: Sat., Sept. 12 at 4 p.m. & on Sun., Sept. 13 at 8 a.m. and 10 a.m. View Children's Liturgy of the Word & a reflection on the readings by Deacon Schellman. Click to view ▶

More News

Talk about Finances and Invite Support

Some Stats to Consider

21% of Parishes	Invite financial support on their <u>website</u>
4% of Parishes	Invite financial support on their <u>Facebook Page</u>
2% of Parishes	Invite financial support during <u>online streaming of Mass</u>
78% of Parishes	Invite financial support in the <u>bulletin</u>



Spend More Time on the Phone

Phone Outreach:

- 1) "Checking in on you and your family..."
- 2) "Here are some updates from the parish..."
- 3) "What can we pray for, do you have any special intentions?"

BACK TO MISSION...IDEAS FOR PARISHIONER ENGAGEMENT

Radiate Christ in All that We Do



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Roundtable Discussion on Parishioner Engagement



Fr. Jason Bedel

Amy Lesko

Sarah Merkel

Fr. Brian Phelps



OUR PANELISTS



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**Next “Back to Mission” webinar:
Tuesday, October 6, 1:30-3:00**



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A Pandemic Christmas!

Register at:

catholiccincinnati.org/back-to-mission-resources-sept-8-2020/



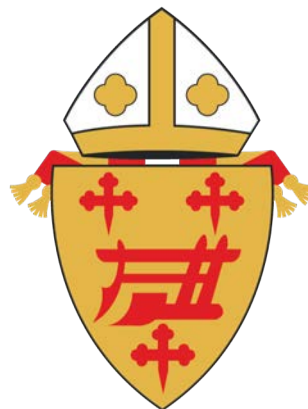
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Mary, Mother of the Church and our Mother,
present our prayer of thanksgiving to your Son.
Beg from Him the graces we need to be faithful disciples
who follow Him with enthusiasm and joy.
May our witness to the love of God bear fruit
in our archdiocese, parishes, homes and hearts.
Teach us to be God's joyful witnesses,
to radiate Christ in all we do,
so that all people might know, love and follow your Son
through this life and into the next.
Amen.



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