



A Plan for Catholic Lay Evangelization

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Mission

To spread the good news of the Catholic faith through lay evangelization in accordance with Christ's will that all of his followers be one (John 17: 21). To answer Pope John Paul II's call in "Christifidelis Laici" to actively involve the laity in fulfilling Christ's great commission to "Go into all the world and preach the gospel to the whole creation" (Mk 16:15).

The following excerpts from John Paul II's Apostolic Exhortation, "Christifideles Laici," indicate that the pope is counting on us as lay members of the Body of Christ to help spread the Gospel in Christ's vineyard where the "workers are few" [Matthew 9:38-39]. In this document, the pope states:

"Being 'members' of the Church takes nothing away from the fact that each Christian as an individual is 'unique and irrepeatable.' On the contrary, this belonging guarantees and fosters the profound sense of that uniqueness and irrepeatability, in so far as these very qualities are the source of variety and richness for the whole Church. Therefore, God calls the individual in Jesus Christ, each one personally by name. In this sense, the Lord's words 'You go into my vineyard too,' directed to the Church as a whole, come specially addressed to each member individually.

"Regardless of circumstance, all lay persons (including those who have no opportunity or possibility for collaboration in associations) are called to this type of apostolate and obliged to engage in it. Such an apostolate is useful at all times and places, but in certain circumstances it is the only one available and feasible."

"In the apostolate exercised by the individual, great riches are waiting to be discovered through an intensification of the missionary effort of each of the lay faithful. Such an individual form of apostolate can contribute greatly to a *more extensive* spreading of the Gospel, indeed it can reach as many places as there are daily lives of individual members of the lay faithful. Furthermore, the spread of the gospel will be *continual*, since a person's life and faith will be one. Likewise the spread of the gospel will be particularly *incisive*, because in sharing fully in the unique conditions of the life, work, difficulties and hopes of their sisters and brothers, the lay faithful will be able to reach the hearts of their neighbors, friends, and colleagues, opening them to a full sense of human existence, that is, to communion with God and with all people.²"

¹ Christifideles Laici," December 30, 1988, by Pope John Paul II, on the Vatican Website at: http://www.vatican.va/holy_father/john_paul_ii/apost_exhortations/documents/hf_jp-ii_exh_30121988_christifideles-laici_en.html

² Ibid.

Missionary Spirit

No human being can convert anyone to Christ. This is the work of the Holy Spirit. Therefore, for our evangelization to be fruitful, we must have the Holy Spirit in us. Here are some steps that every Catholic evangelist should follow before getting started:

1. Daily Prayer

Having an intimate relationship with Christ, his Father, and the Holy Spirit, through daily prayer is a prerequisite for evangelization. A good relationship with Christ's mother, Mary, is also advisable. By committing to a daily routine of prayer and meditation we seek the guidance of the Holy Trinity and receive the graces to do God's will. Missionary work is God's work, not our own.

2. Right Attitude

To be a good evangelist also requires respect for the dignity of the human person that we are attempting to evangelize—to respect that person's free will to choose what he or she believes. We should not argue with a person who disagrees with Catholic teaching. We should calmly state what the Church teaches, offer resources for more information, and tell the person that we love him or her. If a person we are attempting to evangelize is a Christian of another denomination, we should respect the unity of our common baptism and remind the person that we are all on the same team, Christ's team.

3. Good Example

Living what the Church teaches is the most important witness for the Gospel of Jesus Christ. As St. Francis of Assisi once said, "Spread the gospel, sometimes use words." We need to examine our own lives first. Are we obedient to the ten commandments and the teachings of the Church? If our marriage is not sacramental, if we practice birth control, abuse alcohol, or miss Mass on Sundays, etc., then we should get our own house in order before trying to evangelize anyone. Frequent reception of the sacraments, especially Confession and Eucharist, helps us live holy lives and be effective witnesses.

4. Faithfulness to Church Teachings

Make sure that you are faithful to the teachings of the Pope and the Magisterium of the Catholic Church. If you are going to represent the Catholic Church and recruit others to join the Church, be faithful to its teachings. If you're in doubt about the Church's teaching on a particular matter, read the Catechism, ask your parish priest, download one of the Faith Facts from Catholics United for the Faith Website at: <http://www.cuf.org/>, or contact this ministry at 1bread@excite.com.

5. Holy Zeal and Other Gifts of the Spirit

Lukewarm faith won't attract anyone. In fact, with lukewarm faith, we won't even save ourselves. Jesus said in Revelation 3:16-17: "I would that thou wert cold or hot. But because thou art lukewarm, and neither cold nor hot, I am about to vomit thee out of my mouth."

The call to evangelize must coincide with the call to holiness. We must be committed to rooting out sin in our lives through conversion of heart, frequent confession, frequent communion, and daily prayer. Only in this way will the Holy Spirit dwell with us in fullness and only in this way will we have holy zeal and the other gifts of the Spirit to be an effective witness for Christ. The gifts of the Holy Spirit are wisdom, understanding, counsel, fortitude, knowledge, piety, and fear of the Lord.

Wisdom is the gift that helps us become detached from the world and love only the things of heaven.

Understanding helps us grasp the truths of our revealed religion.

Counsel enables us to see and choose correctly what will help us attain heaven and glorify God.

Fortitude gives us the courage to overcome the obstacles and difficulties that arise in the practice of our faith.

Knowledge points out to us the path we should follow and the dangers to avoid in order to reach heaven.

Piety inspires us to have a tender and filial confidence in God and to joyfully embrace serving Him.

Fear of the Lord instills in us an abounding respect for God's majesty and makes us dread, above all things, offending Him.

6. Dealing with Rejection, Embarrassment, and Persecution

Jesus told his disciples in Matthew 10:16-42 that anyone spreading His gospel message would be opposed. However, he said not to be afraid of those that oppose you and to trust in Him and the words that the Holy Spirit would give you to speak. Jesus also said in the Beatitudes, Matthew 5:10, "Blessed are those who suffer persecution for justice' sake, for theirs is the kingdom of heaven. Blessed are you when men reproach you, and persecute you, and speaking falsely, say all manner of evil against you, for my sake. Rejoice and exult, because your reward is great in heaven; for so did they persecute the prophets who were before you."

When evangelizing, you are going to experience rejection, embarrassment, and perhaps even persecution, but take solace in Christ's words and suffer for His sake, knowing that you will be rewarded in heaven. Just expect these things to happen, pray when they do happen, and ask the Holy Spirit for guidance and renewed strength. Just remember to respect the free wills of the people you are trying to evangelize, be calm, don't argue, act dignified, be kind, and God will be with you.

Twofold Evangelical Approach

The techniques suggested by this ministry as being the most effective evangelization tools are twofold: 1) Provide **free information** that may pique the interest of individuals to look into the Catholic Church. These materials should explain the Church's teachings in easily understandable terms; 2) To **invite individuals to attend the Holy Sacrifice of the Mass**, to explain its biblical foundations, and to teach about the spiritual benefits of participating in the Catholic Church's worship service, especially in receiving Holy Communion.

1. Information

As a Catholic evangelist, our goal should be to plant the seeds of faith by explaining what the Church teaches by word of mouth, through good printed material, the Internet and other media, and public events. We may not see the immediate fruit of our labors, because we're leaving the harvesting of faith to the Holy Spirit. Our ultimate goal is to lead the person to a more formal inquiry into the Catholic faith by attending R.C.I.A. (Rite of Christian Initiation for Adults) classes, and hopefully entering into full communion with the Catholic Church. However, this is a personal matter between the individual and God and cannot be put on any timetable. God is patient and so must we be. Don't look for immediate gratification in evangelical ministry.

2. Invitation

One of the goals of this ministry is to invite people to attend Holy Mass to learn about the Eucharist and to be so hungry for it that they will become a member of the Church to partake of its divine graces. As Jesus demonstrated in Matthew 22:1-14, all are called to His Supper, but few choose to go. Jesus said in the parable that the king had invited guests to his son's marriage feast, but many made excuses and did not come. So the king asked his servants to go out into the crossroads and invite to the marriage feast whomever they could find. We believe that Christ is calling everyone to the Eucharist; he wants to give his body and blood that redeemed the world to everyone who will come. Our mission is to be those servants who go out into the highways and byways and extend the invitation. Since our separated brethren do not believe in the real sacramental presence of Jesus in the Eucharist, this ministry is dedicated to teaching this truth, so that they will have the knowledge they need to come to His Supper.

Individual Activities

Below are some techniques that you, as an individual, can do without being a part of any organized group.

1. Word of Mouth

As you go about your life and people learn that you are Catholic, you have many opportunities to discuss Catholic beliefs. Often, during these discussions, you'll find yourself at a loss for words as to how to explain Catholic doctrine. Catholics United for Faith has developed many tracts on particular subjects about the Catholic faith called "Faith Facts" that are available free by downloading them from their Internet site at: <http://www.cuf.org/facts.htm>. You'll need to register with the site first and have Adobe Acrobat installed on your system, which is also available free from the Adobe Website. Just follow the instructions on the Catholics United for Faith Website.

Remember when evangelizing in person to respect the other person's beliefs. Be gentle. Do not argue. Do not be a know it all. Try not to polarize the person, he/she will have a tendency to take up for his/her church like pulling for a favorite sports team. Remind the person that we're all on Christ's team. And if you're stumped by a particular issue, state the Catholic position as best you can and tell the person you will get back to him/her in a few days. Go to the Catholics United for Faith Website, download that particular tract, and give it to the person at a later time.

2. Holy Cards

This ministry is making available Holy Cards with an invitation on the back to attend Mass at a Catholic Church in the community in which they live and to write or email this ministry for a free brochure describing the scriptural context for the Mass. You may purchase these Holy Cards from us for \$5.00 for a pack of 100 by sending a check to: One Bread Lay Apostolate, P.O. Box 2414, Sanford, NC 27330. We make these cards available at wholesale prices, the price it costs us to purchase them, plus postage. We'd like to be able to offer them for free, but would rather focus our resources on distributing free literature to those inquiring into the Catholic faith, rather than making these limited resources available to our Catholic evangelists. However, \$5 is a small investment to be able to witness to 100 souls. The following are ways to distribute the cards:

- a. Carry a supply with you in your wallet. As you go about your daily routine, hand a card to people you encounter (grocery store clerk, bank teller, parking attendant, fast-food worker, etc.), saying, "Have a Good Day" or "God Bless You." This is especially easy to do when doing business through drive-through windows, because you hand the person a card and then drive away. As you shop, pass them out to people you meet in the aisles, especially children and the elderly.
- b. Leave the holy cards in conspicuous places for others to find them, like public rest rooms, library tables, bank counters, doctors' and dentists' waiting rooms.
- c. Mail a holy card in the envelopes when you pay your bills each month.
- d. Include a holy card in your Christmas cards or birthday cards to friends and relatives.
- e. Come up with your own creative ways to distribute the holy cards and let us know what works for you by emailing us at 1bread@excite.com so we can share your technique with others.

3. Website Promotion

Help us promote this Website. Let your friends at Church know how easy it is to evangelize using the techniques in this document. Give them our URL address at:

<http://1bread.catholic.org> and encourage them to become a Catholic evangelist as well.

Tell your Protestant friends, relatives, and acquaintances about the Website too. Give them the URL address and let them know they can receive free brochures and books about the Catholic faith from this site.

4. E-mail Exchange

Join e-mail discussion lists, both Catholic and non-Catholic, and email them our URL address so that Catholics might join in on our evangelical efforts and non-Catholics will know where to get good free Catholic literature.

5. Internet Chat Rooms

Go into Internet Chat Rooms and talk up the Catholic faith. Give them our URL address and tell them where to go for more information. You might want to have a faith topic in mind and some Catholic literature handy on this topic from Catholics United for Faith before you enter the Chat Room so you'll be prepared for a good discussion.

6. Church Mailings

Go to the yellow pages, under Churches, in your telephone directory. Use it to develop a mailing list of non-Catholic Churches to whom you can mail Catholic literature. We suggest the following:

a. Seasonal Flyers

1. Download the Seasonal Flyers from the One Bread Website at <http://1bread.catholic.org>:
 - a. True Meaning of Christmas
 - b. True Love - Valentine's Day
 - c. Why Catholics Celebrate St Patrick's Day
 - d. Pentecost - Happy Birthday to the Church
2. Mail the flyers to churches on your list either inside holiday cards appropriate for the holiday or by themselves.

b. Mass Invitation

Mail the Mass Invitation Letter with our "Scriptural Context for the Holy Catholic Mass" booklet to the Churches you've compiled from the Yellow Pages.

7. Residential Mailings

Mail the Seasonal Flyers and/or Mass Invitation Letters with our "Scriptural Context for the Holy Catholic Mass" booklet to residential addresses in the White Pages.

8. T-Shirts

Wear T-shirts that evangelize the faith. An excellent source for these are <http://www.biblicallycorrect.com> or from the One Bread Website Sponsor Page at <http://1bread.catholic.org/sponsor.htm>. When you wear your T-shirt, you witness to the people you see that day and may even help start a conversation with someone about why you're wearing it. Then be prepared to give a reason for the hope that's in you.

9. Gift Magazine Subscriptions

Donate gift subscriptions to doctors' and dentists' offices in your community. Suggested magazines are "This Rock" or "Be" Magazine available at <http://www.catholic.com>, "Envoy" Magazine at <http://www.envoymagazine.com/> and "Coming Home Journal" available at <http://www.chnetwork.org/journal.htm>, and "Catholic Digest" at <http://www.catholicdigest.org/>.

10. Free Book Distribution

Print out the One Bread Recommended Book List from the One Bread Website and give to anyone expressing interest in receiving more information about the Catholic faith. Soon we will also have available on our Website, Catholic books that you will be able to purchase at wholesale prices and give away free to your non-Catholic friends and relatives.

Group and Parish Activities

In Pope John Paul's exhortation "Christifidelis Laici," he provides the following guidance with respect to lay evangelical associations:

"It is always from the perspective of the Church's communion and mission, and not in opposition to the freedom to associate, that one understands the necessity of having *clear and definite criteria for discerning and recognizing* such lay groups, also called "Criteria of Ecclesiality".

"The following basic criteria might be helpful in evaluating an association of the lay faithful in the Church:

"- *The primacy given to the call of every Christian to holiness*, as it is manifested "in the fruits of grace which the spirit produces in the faithful"(109) and in a growth towards the fullness of Christian life and the perfection of charity(110).

"In this sense whatever association of the lay faithful there might be, it is always called to be more of an instrument leading to holiness in the Church, through fostering and promoting "a more intimate unity between the everyday life of its members and their faith"(111).

"- *The responsibility of professing the Catholic faith*, embracing and proclaiming the truth about Christ, the Church and humanity, in obedience to the Church's Magisterium, as the Church interprets it. For this reason every association of the lay faithful must be a *forum* where the faith is proclaimed as well as taught in its total content.

"- *The witness to a strong and authentic communion* in filial relationship to the Pope, in total adherence to the belief that he is the perpetual and visible center of unity of the universal Church(112), and with the local Bishop, "the visible principle and foundation of unity"(113) in the particular Church, and in "mutual esteem for all forms of the Church's apostolate"(114).

"The communion with Pope and Bishop must be expressed in loyal readiness to embrace the doctrinal teachings and pastoral initiatives of both Pope and Bishop. Moreover, Church communion demands both an acknowledgment of a legitimate plurality of forms in the associations of the lay faithful in the Church and at the same time, a willingness to cooperate in working together.

"- *Conformity to and participation in the Church's apostolic goals*, that is, "the evangelization and sanctification of humanity and the Christian formation of people's conscience, so as to enable them to infuse the spirit of the gospel into the various communities and spheres of life"(115).

"From this perspective, every one of the group forms of the lay faithful is asked to have a missionary zeal which will increase their effectiveness as participants in a re-evangelization.

"- *A commitment to a presence in human society*, which in light of the Church's social doctrine, places it at the service of the total dignity of the person.

“Therefore, associations of the lay faithful must become fruitful outlets for participation and solidarity in bringing about conditions that are more just and loving within society.

“The fundamental criteria mentioned at this time find their verification in the *actual fruits* that various group forms show in their organizational life and the works they perform, such as: the renewed appreciation for prayer, contemplation, liturgical and sacramental life, the reawakening of vocations to Christian marriage, the ministerial priesthood and the consecrated life; a readiness to participate in programmes and Church activities at the local, national and international levels; a commitment to catechesis and a capacity for teaching and forming Christians; a desire to be present as Christians in various settings of social life and the creation and awakening of charitable, cultural and spiritual works; the spirit of detachment and evangelical poverty leading to a greater generosity in charity towards all; conversion to the Christian life or the return to Church communion of those baptized members who have fallen away from the faith.”³

1. Parish/Diocesan Approval and Support

In light of the pope’s comment in “Christifidelis Laici” that lay evangelical associations be obedient to and under the guidance of the Church, before engaging in any group evangelical activities, consult with and gain the approval of your local parish priest, and in some cases, if your activities could impact communities beyond the boundaries of your parish community, contact the person in charge of missionary activities for the diocese and ask if he/she can get approval from the bishop to form such a group.

By obtaining the support of local Church authorities you will have a clear conscious that you are engaging in appropriate activities that will attract non-Catholics to the Church rather than embarrass the Church. Having Church support will help you publicize your activities in parish bulletins and during announcements at Mass. You will be able to attract more parishioners to the evangelical cause this way and potentially reach more people.

2. Parish Group Evangelical Events

a. Monthly Meetings

Once you get parish support, announce that you are going to form an evangelical group in the parish in your Sunday bulletin or through an announcement at Mass. Hold a meeting and discuss what activities your group would like to participate in. Then plan your first activity. You may want to establish committees for various functions in the group and elect or appoint individuals to head up those functions, i.e., group president, fund-raiser captain, publicity captain, events captain, etc. We suggest that you hold meetings at least once a month to establish some momentum for your activities.

b. Ask a Friend to Mass Sunday

With your priest’s approval, decide on one Sunday a month, or one Sunday a quarter, to be “Ask a Friend to Mass Sunday.” Announce in advance that this special Sunday is coming up and ask parishioners to ask neighbors, friends, coworkers to come to Mass with them on that Sunday. Plan to have refreshments after the service and make a special effort to make the guests feel welcome, inviting them to come back any time. In addition, you could host a talk after Mass explaining the parts of the Mass, distributing “The

³ Ibid.

Scriptural Context for the Holy Catholic Mass” booklet and other books on the Mass for the guests to take home with them.

c. Church Tours

This is an especially good idea for those Parishes that have unusually beautiful Churches. Ask your parish priest if you can conduct tours of the Church at times when no Masses or other events are going on. Solicit volunteers from your evangelization group to be tour guides and advertise in the local paper the times that these tours will be given. The wording of the ad could include an invitation such as: “Ever wonder why Catholics are so quiet in Church or why their Churches are ornately decorated?” Before conducting the tours, read Vatican documents on the liturgical reasons for the Churches’ design and other historical documents. When conducting your tours, you’ll want to explain what the altar and tabernacle are for and the stations of the cross. Give scriptural references as to why we kneel in Church, for example, the scriptural passage “that by Jesus name every knee shall bend.”

d. Canvassing

Decide on a time for your group to gather for distributing Catholic literature. Here are some suggestions:

Holy Cards - you can order holy cards with an invitation on back to attend a Catholic Mass at wholesale cost from the One Bread Website. Order enough cards for your group, perhaps one pack of a hundred for each Catholic lay evangelist, then set up a time to go to shopping malls or grocery stores to distribute them. People will be much more receptive to receiving the cards if you distribute them prior to major holy days in the Church calendar that are widely recognized in secular society, i.e., Christmas, St. Valentine’s Day, St. Patrick’s Day, Easter, and Pentecost. When distributing the cards prior to a holiday, you can say as you give the card to the person, “Merry Christmas,” “Happy Valentine’s Day,” or “Happy Easter”—whatever is appropriate for the holiday.

Seasonal Flyers. You can also download the free seasonal flyers (Christmas, St. Valentine’s Day, St. Patrick’s Day, Easter, and Pentecost) from our Website, take them to a quick copy shop and have them reproduced by the hundreds on colored flyer paper. Distribute these in shopping malls, grocery stores, or door-to-door. We’ve found that as a service to their patrons, many grocery stores have community bulletin boards on which you can place announcements. Take a dozen or so copies of the flyer, punch a hole in the top of them, and attach them to the bulletin board with a push pin. Each of the flyers on our Website, has the words “Free,” “Take One” at the top.

When you distribute the flyers in person, you can use the same greeting mentioned above in the Holy Card explanation as you give out the flyers. In some cases, you might explain that you are with the local Catholic Church and want to give people the historical background on the holiday, and invite them to Church on the “holiday,” a term which is a shortened form of “holy day,” a day the Church sets aside to commemorate a significant event in Christ’s life, the life of the Church, or life of a saint.

e. Seasonal Mailings

Designate someone in your group to put together a list of the local non-Catholic Churches in your community. At monthly meetings prior to major holidays (the same ones mentioned above), devote the meeting to dividing the list up among those at the meeting and having them address envelopes to each of the Churches and stuff the flyer for that season into the envelopes for mailing. For a more personalized touch, you might also want to purchase holiday greeting cards for the occasion and write a personal note in each of the cards—something like “May the Peace and Love of Christ be with you during this Season of Love.” Then insert the flyers into the cards. Each of the attendees at the meeting can be responsible for buying stamps for and mailing the envelopes they address.

f. Free Car Wash

This event is designed to stress the importance of Christian baptism and to highlight Christ’s call to service. Remember when Christ washed the feet of the Apostles as an example that we should be servants of others? [John 13:1-20] The reason that this event should be free is because the sacrament of baptism is free to all who are willing to accept it. Many non-Catholic denominations downplay the need for baptism, whereas Christ says in John 3:5: “Unless a man be born again of water and the Spirit, he cannot enter into the kingdom of God.” It’s unfortunate that because some of these ministers preach that baptism is not necessary for salvation, that many of their congregation don’t bother getting baptized. This event is to make people aware of the importance of baptism and urge them to fulfill this small request for Christ, when he did so much for us, including dying for us.

If you hold this event, you will need to come up with a catchy name for your car wash like “Sign of the Fish Free Car Wash.” You’ll need to find a place to hold the car wash, preferably at a strip shopping center, a bank, a park, or other public place. Call up the establishment and get permission to hold the car wash. If you can’t find anywhere else to hold the car wash, hold it in the Church parking lot. Publicize the event in your Church bulletin, but make sure that you make it clear that it’s not intended for parishioners, but for those who do not attend church at your parish. You may also want to publicize the event through public service announcements (see this section under Advertising and Public Relations).

When people drive up to your car wash, explain that you are doing this as a free service in accordance with Christ’s example to serve others and that you are calling attention to the fact that Christ calls everyone to be baptized. Give them our free booklet “Baptism from a Biblical Perspective” to be published by September 1, and available on the One Bread Website. During the event, be cordial and respectful, not aggressive. Don’t worry about whether the person will accept the message to be baptized or not. Let the Holy Spirit take care of that part. This is a great event for youth groups to participate in; just be sure that they dress modestly and behave appropriately for Christian youth and are supervised by an adult.

g. Exhibitions at Local Festivals

Most cities and towns have public festivals sponsored by the local municipality or Chamber of Commerce. These events include state and county fairs, craft and antique shows and harvest festivals. Contact the organizers of such events and look into the cost of having a booth at these events. Usually, the cost is very minimal. Schedule to have a booth at some of these events and develop a plan to have the booth manned by members of your group during the days that the events take place. We suggest that you solicit donations of “white elephant” objects from the congregation and/or purchase Catholic religious items to sell at the events. Also plan to distribute holy cards, free seasonal flyers, our “Scriptural Context for the Holy Mass” booklet and other free Catholic literature. Some more suggestions are “Pillar of Fire, Pillar of Truth” available from Catholic Answers, 1000 copies for \$300, [1-888-291-8000, Catholic Answers, P.O. Box 199000, San Diego, CA 92159, www.catholic.com] or some of the “Faith Facts” tracts on specific Catholic doctrinal issues available from Catholics United for the Faith [1-800-693-2484, Catholics United for the Faith, 827 North Fourth Street, Steubenville, OH 43952, www.cuf.org]. Both of these organizations are excellent sources for literature and ideas to evangelize the Catholic faith.

While exhibiting at these festivals, you will be selling your merchandise, but your primary purpose will be to distribute free literature. We suggest that you design a very attractive sign for your booth that speaks to the 2000-year history of the Catholic faith, with some beautiful Catholic art and a few quotations from Scripture, perhaps “On this rock, I will build my Church.” Find out if you have any graphic artists in your parish and solicit their help in designing a beautiful sign for your exhibit. Have some coffee table books on Stained Glass Windows, European Cathedrals, or the Vatican to show the beauty of Catholicism. And remember to conduct yourself in a Christian manner. Dress tastefully and modestly, be kind, and not pushy. People will be more impressed by your good behavior than by any literature you have to give them.

h. Fund-raisers

1) Support from the Parish or other Church organizations:

If you have your parish’s moral support, you may also be able to get some limited financial support. Your parish may be willing to allot a small amount of money in its monthly budget for your group’s evangelical activities. Or, your parish priest may allow you to have a second collection at one of the masses a few times a year to fund your activities. If not, see if he will allow you to hold some more traditional parish group fundraisers like raffles, bake sales, dinner-dances, white elephant sales, etc. You may also approach other parish organizations like the Knights of Columbus or St. Catherine’s Guild for donations. Ask the priest or editor of the parish bulletin if you can submit an announcement or ad in the parish bulletin either asking for donations directly or offering Catholic religious items for sale.

2) One Bread Religious Gift Parties

This idea is built on the model of Tupperware parties and is one that appeals mostly to women. Invite your female friends, neighbors and coworkers, members of the woman’s

club, etc., to a religious gift party. You will need to have a wholesale ID to purchase items at wholesale prices. You obtain a wholesale ID from your state's Department of Revenue. Then you'll need to obtain catalogs of companies that offer Catholic religious items for sale. If you're interested in this idea, please call the One Bread Ministry Office at 1-919-708-6907 and we'll give you some names of companies to buy wholesale religious goods.

Two other fundraising opportunities involve exhibitions described above and public speakers described below. As your parish evangelical group grows and you have more volunteers working with the group, you may want to have a frequent, or even permanent, exhibition/sales booth at the local flea market from which to distribute free literature and sell Catholic religious items. If you decide to hold a speaking event, you could pass the collection basket at the event and ask for donations to cover the speaker's fees and travel expenses.

i. Public Speakers

St. Joseph's Communications is a Catholic speakers bureau that has a variety of exciting Catholic speakers available for speaking engagements. Well-known speakers include Scott Hahn, Jeff Cavins, Tim Staples, Fr. William Casey, Johnny and Jesse Romero, Father Mitch Pacwa, Bob Fishman, and Kristine Franklin. Many of them have been guests or hosts on the Eternal Word Television Network. Most charge a minimal speaking fee of between \$350-\$450 per speaking engagement plus travel and lodging expenses. Most are open to staying at a rectory, retreat center or private home to keep costs down. For more information, call 1-877-526-2151, or write St. Joseph Communications, P.O. Box 720, West Covina, CA 91793.

Before booking your speaker, find a neutral place to hold the event, preferably a civic center or similar public assembly hall, not the Church. The reason you want to hold it in a neutral site, is you want to invite people of all faiths to come to the event. Once you've got some dates on the availability of the location, book your speaker.

Publicize the event beginning at least a month ahead of time through the Church bulletin, public service announcements, and advertisements in the Religion Section of the local newspaper. Be sure to contact the Religion Editor at the local paper and suggest she/he do a story on the speaker. Ask for the Speaker's biography and send it to the editor, along with a video tape or cassette tape of the speaker, if there is one available. Two weeks before the event, send a letter to the non-Catholic Churches on your Church list inviting their congregation to the speaking event. The letter should be worded carefully stating that the event is an effort to educate people of other denominations about the Catholic faith to promote understanding and better relationships between Christians of all denominations. Be sure to tell the speaker that the audience for his/her talk will be interdenominational and should have a conciliatory and ecumenical spirit. Also, two weeks before the event, you may want to boost your publicity by placing announcements on telephone poles or handing out flyers.

On the day of the speaking engagement, be sure to have a hospitality team available to greet the guests and make them feel at home. Also have a table with free Catholic literature available and a sign-up sheet for those people who would like to request additional information. The hospitality team should also be available to say good-bye to the guests as they leave and let them know that they are always welcome to visit a Catholic Church for worship services at any time.

3. Public Parish Events

a. Seasonal Public Masses

Holding a public Mass on Pentecost Sunday, the birthday of the Church, and inviting Christians of all denominations to come would be a nice gesture of friendship and a call for healing of the Body of Christ. Choose a Civic Center or other neutral location to hold the service, perhaps even a stadium outdoors.

Publicize the event in the Church bulletin, through public service announcements, by advertising in the Religion Section of the local newspaper, and sending written invitations or making personal phone calls to pastors of other congregations. Have a hospitality committee available to greet people as they come to the service and as they leave. Have programs printed up, and possibly give out copies of the “Scriptural Context of the Holy Catholic Mass” at the beginning of the service.

b. Reenactment of a First Century Christian Worship Service

The Liturgy of Saint James is a beautiful liturgy attributed to have been written by the Apostle St. James the Lesser in the 1st Century A.D. It is the earliest liturgy we have preserved intact and is used today by some Orthodox communities. The text of the liturgy is available online on the New Advent Website at <http://www.newadvent.org/fathers/0717.htm>. Ask permission of your parish priest if he would be willing to let your group host an event either in the Church hall or at a neutral location like the Civic Center to conduct a reenactment of St. James’ Liturgy. You would want to use actors dressed in costume, not the priest, and you would have to explain at the point of consecration that because you were not an ordained priest, given the power to change the bread and wine into the body and blood of Jesus through the Sacrament of Holy Orders, that you would not be doing so by pronouncing the words. [or you might just want to read this part out loud with the congregation and not act it out]. Then you could pass out the booklet “Scriptural Context of the Holy Catholic Mass” which contains the current Roman Rite Order of the Mass and discuss its similarities to St. James’ Liturgy. You could end with a question and answer session and hand out a bibliography of books that would give the audience greater insight into the Sacrifice of the Mass.

c. Bible Story Play

Get the youth of the parish or anyone interested in theater to put on a Bible Story Play, preferably illustrating an event in Jesus life, like his birth, his passion, his resurrection, etc. Invite the community at large via ads in newspapers, mailings to other churches, and public service announcements on radio or TV. Sell tickets and donate the proceeds to charity, or charge two canned goods per person and donate them to the local food bank.

4. Interdenominational Events

a. Palm Sunday Procession

A joint procession with palms on Palm Sunday would probably be something that many denominations would like to participate in. If the priest was willing, you could schedule the blessing of palms, procession, and reading of the passion which is normally done as part of the Palm Sunday Mass in a downtown public street like a parade. You could have someone play Jesus and ride through the streets on a donkey. You could invite other pastors and their congregations to participate. Then the priest could celebrate Mass at the end of the procession route, either in a public stadium, or in the parish Church. The other denominations participating could stay for the Mass or break off into their separate services.

Publicize the event in the church bulletins of all the churches participating and by advertising the Religion Section of the local newspaper. Also ask the Religion Editor if he/she would publish a story about the event ahead of time or bring a photographer the day of the event and publish a feature story the following week. This would also be a good event to attract TV media attention - Think about it? Someone playing the role of Jesus and riding downtown through the streets on a donkey? What TV news crew wouldn't want to capture that?

b. Christian Peace Rally

With the priest's permission, contact several of the Church pastors in your community and suggest that they hold a joint Christian peace rally. This would not be a peace protest like those held during the Vietnam War, but a joint prayer service in which the pastors participating would offer prayers for peace and the choirs would sing songs of praise and reconciliation. The pastors would also pray for reconciliation between Christians, asking God to help Christians grow in love for one another as Christ loved us. Each of the pastors would present olive branches to each other as a symbol of peace, love, forgiveness, and friendship.

c. Public Service

Get involved with other churches in public service activities like Habitat for Humanity or the local Soup Kitchen . Shared experiences builds bonds that strengthen the unity of the Body of Christ.

5. Advertising and Public Relations

a. Bulletin Announcements

Try to get your Catholic Evangelical events published in the Church bulletin with the parish priest's permission. If you are promoting an event that is broader than just the parish community, you may want to contact someone at the Diocesan office for assistance in publicizing the event in all of the Church bulletins of the Diocese. Send your announcement to them at least two weeks in advance, preferably three or four weeks in advance of the event.

b. Public Service Announcements

Public Service Announcements are a free service provided by the media to nonprofit groups and other organizations as part of their agreement with the FCC to serve the public good. The announcements should be short and to the point, indicating date, time, place, topic, and sponsor of the event. In bold letters across the top write “Public Service Announcement.” Double-space the message, and end with the words “For More Information” and include a Contact Name, Phone Number and Address.

Compile a list of radio and TV stations and local newspapers in your area. Send the Announcement to the media addressed to “Public Service Director.” Public service announcements should be sent to the media at least two weeks in advance of an event, preferably three or four weeks in advance

c. Signs

Find out if you have a graphic artist in your congregation and solicit their assistance in making beautiful signs that tells the rich history of Catholicism. The Catholic Church has generated some of the most beautiful art in all of history from which you can draw on, including stained glass windows. The Web Gallery of Art at <http://gallery.euroweb.hu/welcome.html> has many beautiful masterpieces depicting Christ, the Apostles, Mary, and other Saints. It has a search engine you can use to find paintings based on the topic you’re interested in.

d. Paid Advertising

1. Newspaper

Contact your local newspaper and get the rate for nonprofit (Church organizations) for advertising in the Religion Section of the newspaper. Depending on your budget (whether or not you get help from your parish or diocese) you may have to purchase a small ad, one or two inches.

2. Broadcast

Radio advertising is expensive. But inquire if there is a nonprofit rate for Churches. If it is affordable, advertise on Sunday mornings when they play the paid religious programs and at other times during the week.

3. Billboards

Billboards are also expensive, but could be most effective for ongoing visibility of the Catholic Church community. You may have to hold a fund-raiser or approach some of the wealthier parishioners and ask for their assistance. A billboard could be a semi-permanent invitation to attend Mass at your parish community. After all, Christ invited all to his Supper, they may not be coming, because no one is inviting them. This ministry will be providing billboard graphic ideas at a later date, available on the One Bread Website.