



303 E. State Street, Sycamore, IL 60178

A Newsletter for Pastors and Parish Volunteers / Coordinators

Parish Newsletter – January 2012

Lighthouse Catholic Media, NFP, partnering with *Ignatius Press* and *Word on Fire*

~~ *Preparing for Lent* ~~

Parishioners

Visitors

~ Preparing Parishioners for Lent ~

Weekly Lenten CD Mission

7-CD Bundle

\$15 per bundle parish investment (min. 10 bundles)

Optional \$20 parishioner donation

Listen to one CD each week during Lent/Easter.

Give a CD to Each Parish Family*

Special Bulk Pricing on three specially selected titles!

50-CD minimum – Receive a **FREE** MP3 download from our *Truth Be Told* young adult program with each CD.

Join with a neighboring parish to reach the bulk price!

*Order 500 or more bulk CDs and receive **FREE BOOKS!**

Give a Book to Each Parish Family

Select from six titles by top Catholic authors.

\$2-\$3 each based on quantity. Available by the case.

The Great Exchange

It's a CD swap in the pews!

Order two CD titles in bulk; give one to each family and ask them to listen to the talk and bring it back to Mass the next week to trade with a family who has the other title. Two "listens" for the price of one!

Passing The Spirit

If you can't order CDs for every family, consider ordering fewer copies of a title and hand them out at the beginning of Lent. Ask recipients to listen to the talk and bring back the next weekend and hand it to another person in the pew who has not yet heard it. Continue for 3-4 weeks. Optional – at the end of Lent, offer the CDs for a donation so people can have a copy for family and friends.

OutReach for Visitors and Occasional or Fallen-Away Catholics

- ❖ Prepare! Ask parishioners to be thinking about who they might like to invite to Mass during Lent – not just on Easter Sunday.
- ❖ Ask parishioners if they have Lighthouse CDs/brochures or parish literature to give to people who ask about the Catholic Faith, if they don't have ready answers.
- ❖ **Catholics Come Home** television ads currently running have many fallen-away and non-Catholics asking questions. They may end up at your parish during Lent or on Easter!

Make Lighthouse a part of your OutReach

Select a title from the Bulk CD Promotion, announce a free gift for visitors and give them the Lighthouse CD, along with a written invitation to return and join your Adult Ed, Bible Study, RCIA, Children's Religious Ed, etc. *They just may be looking for an invitation to come home!*

Come, Holy Spirit!

~ Ash Wednesday - February 22 ~

Lighthouse CDs and books are a budget-friendly way to provide parishioners with outstanding Catholic material to help them experience a life-changing Lenten Journey in preparation for Easter.

See all CDs and books, as well as links for listening to samples of the Lenten bulk CDs, at

www.LighthouseIdeas.org/Lent12.aspx