



## OPERATIONS BULLETIN 138

January 24, 2011

### \*\*\* 6 LENTEN PROMOTIONS FOR 2011! \*\*\*

- **Introducing our New 8-CD Side Entrance / Wall Mount Display!**
- **Special Promotions with Two Side Entrance / Wall Mount Displays**
- **4-CD Lenten Bundle**
- **Two 7-CD Lenten Bundles**
- **Special Bulk Pricing on 3 CDs**
- **Special Bulk Pricing on Two Books**

### PROMOTION INTRODUCING A NEW TABLE TOP DISPLAY

Lighthouse is announcing a Lenten Promotion offering both our brand new **8-CD Side Entrance/Wall Mount Display** with 8 CD slots and also the 16-CD display that was offered during Advent. A direct mailer is being sent to all parishes in the United States and Canada – to current parish customers and non-customer parishes - and should be received as of the first or second week of February.

These displays are an excellent Lenten resource for existing parish customers and provide an additional display(s) to cover other entrances of the church. The new smaller display is extremely portable and is perfect for meetings, sporting events, RCIA, parent-teacher conferences... you name it!

Both side entrance kiosks include the Lenten *PREPARE YOUR HEART* header board, with ordering options for English CDs, one-half English and one-half Spanish titles, and for Canadian and international bound orders. A Spanish header board is now also available.

The **Side Entrance/Wall Mount Display** promotions are intended for *all parishes* and must be accompanied with a **Kick-Off Weekend** (bulletin announcement, pulpit announcement at each Mass, table with volunteer attending the display).

#### ***Begin now!***

- Call your *existing parishes* to share this promotion and schedule a kick-off to promote the program.
- Call *new parishes* who receive the direct mailer and schedule a kick-off to introduce Lighthouse CDs through this program. It may open the door to the kiosk program.
- A special PDF flyer has been created for account managers to use to promote this to current parish customers.

- The flyers explaining all promotions are posted in the **Resource Center** under the heading **2011 – 6 New Lenten Promotions**. Bulletin and pulpit announcements will be posted soon.

... **Public Section** under *Promotions and Events* (no need to log in):  
<http://www.lighthousecatholicmedia.org/bb/viewforum.php?f=8>.

... **Account Manager Section** under *Account Managers Resources and Documents* (you need to be logged in to view):  
<http://www.lighthousecatholicmedia.org/bb/viewtopic.php?f=5&t=435>.

- The Order Forms have been updated with a page listing all of the Lenten Promotions and are posted in the **Resource Center**:  
<http://www.lighthousecatholicmedia.org/bb/viewtopic.php?f=6&t=293> (you must be logged in to view). Please feel free to have Lighthouse Corporate input your order by faxing the completed SECURE Order Form to 815-895-0333, or email [Kathy@lighthousecatholicmedia.org](mailto:Kathy@lighthousecatholicmedia.org).

**IMPORTANT!** To order the Lenten promotion items in NetSuite, type in the word “lent” and all of the promotions will appear. If they do not appear instantly, hit the TAB button. Since there are many promotions (for the U.S., Canada, International, and English/Spanish for the U.S. and Canada), please read the item descriptions carefully before making your selection to make sure you are ordering the correct one.

**Please note** that there is a heavy-item shipping and handling charge in addition to the customary 7%.

U.S. Displays w/CDs: + **\$15** extra charge  
 Canada Displays w/CDs: + **\$40** extra charge  
 International Displays w/CDs: + **\$115** extra charge

### **Additional Information**

- The displays without CDs are available for purchase for parishes who want to cover other exits of the church or who want a portable display to bring to parish events. The 16-CD display is \$160; the 8-CD display is \$135 plus shipping.
- The 8-CD display comes pre-loaded with 40 CDs (see flyer for list of titles)
- The 16-CD display comes pre-loaded with 80 CDs (see flyer for list of titles)
- The English/Spanish 8-CD display comes pre-loaded with 40 CDs (titles listed below)
- The English/Spanish 16-CD display comes pre-loaded with 80 CDs (titles listed below)
- For parishes that cannot afford the Lenten Promotion, please call Stacy at 630-246-2223 or email [stacy@lighthousecatholicmedia.org](mailto:stacy@lighthousecatholicmedia.org).

## 8-CD English/Spanish Titles

*Our Lives Change When Our Habits Change* - Matthew Kelly  
*The Passion of Christ Applied to Your Life* – Fr. John Corapi, SOLT  
*Finding The Fullness of Faith* – Stephen Ray  
*Confession* – Fr. Larry Richards  
*Cristo en el Credo / Pasión, Muerte y Resurrección* – Fr. Juan Rivas  
*¿Por Qué los Católicos le Lllaman 'Padre' a los Sacerdotes?* – Fr. Phillip Scott  
*Los Siete Sacramentos* – Jesse Romero  
*El Poder Sanador De La Confesion* - Padre Jaime D. Rivera Cortijo

## 16-CD English/Spanish Titles

*Seven Deadly Sins, Seven Lively Virtues* – Fr. Robert Barron  
*Our Lives Change When Our Habits Change* – Matthew Kelly  
*The True Meaning of Easter* – Archbishop Fulton Sheen  
*The Passion of Christ in Light of the Holy Shroud* – Fr. Francis Peffley  
*The Truth* – Fr. Larry Richards  
*The Passion of Christ Applied to Your Life* – Fr. John Corapi, SOLT  
*Finding The Fullness of Faith* – Stephen Ray  
*Confession* – Fr. Larry Richards  
*Cristo en el Credo / Pasión, Muerte y Resurrección* – Fr. Juan  
*¿Por Qué los Católicos le Lllaman 'Padre' a los Sacerdotes?* – Fr. Phillip Scott  
*Los Siete Sacramentos* – Jesse Romero  
*El Poder Sanador De La Confesion* – Padre Jaime D. Rivera Cortijo  
*La Humanidad y Divinidad de Cristo* – Fr. Juan Rivas  
*La Verdad: Cristo y La Iglesia* – Jesse Romero  
*Al Rescate De La Familia* – Padre Jorge De Los Santos  
*Ustedes son la Sal de la Tierra y la Luz del Mundo* – Luis Soto

## THREE LENTEN BUNDLES

### 4-CD Bundle

**Parish Investment:** \$9 per Bundle / \$2.25 per CD

**Parishioner Donation:** \$10 for a Bundle of 4 CDs

### TWO 7-CD Bundles (#1 and #2)

**Parish Investment:** \$15.75 per Bundle / \$2.25 per CD

**Parishioner Donation:** \$20 for a Bundle of 7 CDs

## SPECIAL BULK PRICING ON THREE CD PRESENTATIONS

*I'm Not Being Fed* - *Our Lives Change When Our Habits Change* - *The Truth*

Quantity: 200-499 - \$2.00 each (normal discount: \$2.25)

Quantity: 500-999 - \$1.95 each (normal discount: \$2.15)

Quantity: 1000+ - \$1.75 each (normal discount: \$2.10)

**PLEASE NOTE:** For orders greater than 2,500 CDs, we will customize the CD with a message from the pastor. Customized order must be placed by March 18, 2011.

**SPECIAL BULK PRICING ON TWO BOOKS**

**TWO BOOKS** will be offered for Lent: *Rediscover Catholicism* by Matthew Kelly (this book has been renamed and has a newly designed cover), and *Confessions of a Mega-Church Pastor* by Allen Hunt.

**Quantity: 250 - \$2.00 each (normal discount: \$3.00)**

**PLEASE NOTE:** Order must be in multiples of 250. Examples: 250, 500, 750, etc. These orders will be processed by the Matthew Kelly Foundation (see flyer for details). Orders will be shipped directly from the printer two weeks before Easter.

**NETSUITE SUPPORT TEAM**

**Mon through Fri: Kathy Wolf - [kathy@lighthousecatholicmedia.org](mailto:kathy@lighthousecatholicmedia.org) - 630-246-2220**

**Mon & Fri, some Saturdays: Karl Woodham - [karl@lighthousecatholicmedia.org](mailto:karl@lighthousecatholicmedia.org) - 630-246-2755**

**Please email or fax the SECURE Order Form to 815-895-0333.**

Please contact your manager if you have any questions about the Lenten Promotions. Contact Kathy or Karl with NetSuite questions.

***Judy Dufresne***  
Program Administrator  
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