



**Catholics Come Home Georgia
New Evangelism Outreach Initiative
Advent 2010**





CATHOLICS COME HOME GEORGIA PRAYER

O God of mercy,
As we reach out to those seeking You,
Send the Holy Spirit upon this Archdiocese
To renew us in faith.
Enable us to share the good news of the Gospel
With loving words and caring deeds,
So that returning Catholics may be drawn to your Church
And follow the way of your Son, Jesus,
Who is the Way, the Truth, and the Life.
We make our prayer through Jesus our Lord.
Amen.



Introduction

"The Church exists to evangelize, that is to say, to preach and to teach, to be the channel of the gift of grace, to reconcile sinners with God, to perpetuate the sacrifice of Christ in the Holy Mass, which is the memorial of his death and of his glorious resurrection."

- Pope Paul VI
Evangelii Nuntiandi



Evangelists – Who are they?





Introduction

“I sense that the moment has come to commit all of the Church's energies to a new evangelization. No believer in Christ, no institution of the Church, can avoid this supreme duty: to proclaim Christ to all peoples.”

- Pope John Paul II
Redemptoris missio



Introduction

“There are entire groups of the baptized who have lost a living sense of the faith, or even no longer consider themselves members of the Church, and live a life far removed from Christ and his Gospel. In this case what is needed is a "new evangelization" or a "re-evangelization."

- Pope John Paul II
Redemptoris missio



New Evangelism

How do we go about doing it?



New Evangelism

“Perhaps one of the finest gifts we could offer to Jesus Christ on the two thousandth anniversary of his birth would be that the Good News will at last be made known to every person in the world -- first of all through the living witness of Christian example, but also through the media”

-Pope John Paul II
31st World Communications Day





Catholics Come Home Georgia



- Multimedia Evangelization initiative using television, the internet and existing parish programs
- Done in a partnership between
 - Archdiocese of Atlanta
 - Diocese of Savannah
 - CatholicsComeHome.org
- Significant outreach to
 - Lapsed Catholics
 - Inquirers into the Faith
 - Those who have friends and relatives that are separated from the Church



Catholics Come Home Georgia

- The initiative will run from December 17th through January 23rd
- Television commercials will air showing the beauty, history and spirituality of our Catholic Faith
- They will invite those who have been away, for whatever reason to “come home” to the Church
- The advertisements are very compelling, very diverse and reach people where they are





Catholics Come Home Georgia

- The advertisements will run on major broadcast and cable networks
- All times during the day and days of the week will be covered
- Cable outlets like Comcast and Charter give us reach to the far corners of the Archdiocese
- Over 5,000 individual ads will be run on television



THE HISTORY CHANNEL





Impact in Other Dioceses

- Done in Chicago, Seattle, Omaha, Green Bay, Sacramento, Corpus Christi and others
- Lapsed Catholics have returned to the Church
- Mass attendance has increased in all dioceses ranging from about 10% to almost 18%
- A year later, the increase in Mass attendance has been sustained



Catholics Come Home Georgia

- To assist parishioners in understanding this evangelism initiative a DVD was provided to all parishes
- Features a welcome from Archbishop Gregory, advertisements and a request for support
- The initiative will be funded by
 - Personal appeals for contributions made by Archbishop Gregory
 - The DVD was shown at many Masses
 - The second collection was taken up in October



Catholics Come Home Georgia

- Sample DVD addresses various cultures
- Advertisements will be diverse with some in English and some in Spanish (TV and radio)
- Continuity between advertisements and web site run by the Archdiocese
- Web site address will be:

www.CatholicsComeHomeGeorgia.org



The Welcome is the Most Critical Part

- The person to person welcome is essential – as is getting it right
- Ministers of First Impression often determine if the person returns or runs!
- Training for these ministers was at the Cathedral earlier this month





Impact at the Parish

- Sacramental Impact
 - Baptisms
 - Confirmations
 - Reconciliation
- Other impacts
 - Case sponsors for annulments
 - Marriage Convalidations
 - PSR registrations and costs
 - RCIA and RCIC
 - Programs for returning Catholics (CRH)



What is being Provided

- Web site in English and Spanish that contains
 - Catechetical materials
 - Reasons for returning to the Church
 - Service for locating nearest parish
 - Mass times by language and links to other sites
- Parish resources
 - Initial Parish resource package
 - All online – download and use what is needed
 - Training for Ministers of First Impressions
 - Tracking of the initiative



What is Needed

- A genuine welcome for everyone returning
- Contact person at each parish – the level of activity at the parish is the Pastor's decision
- Mass counts were done in October and will again in February, then in October 2011
- Support for the overall initiative
 - Showing the DVD after Mass
 - Encouraging support – both prayer and financial



Questions?