

DIOCESE OF CORPUS CHRISTI

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Department for Evangelization

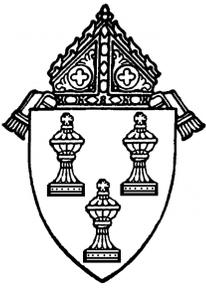
To Whom It May Concern:

God's peace be with you. This is the final report to you on the Catholics Come Home Campaign conducted in the Diocese of Corpus Christi during Lent 2009.

Overview:

The following is an overview of seven elements We did to prepare for, to work simultaneously with, and to follow-up the Catholics Come Home TV commercials:

1. *Hospitality: Training the Front Line Troops.* This workshop is designed to help a parish start or further train their hospitality team (including *ushers, greeters, and parking attendants*) in the art of welcoming, and thus assure that everyone who walks onto the grounds of the parish enters an environment where people feel they belong, are comfortable, accepted, and needed.
2. *Secretarial Training.* This training was designed to support the parish secretaries in their efforts to be the first face of Christ to those who seek help from the Parish office, and to introduce them to the CatholicsComeHome.org commercials and their critical role in the campaign.
3. A recent study completed by George Barna showed that over 70% of persons who actually returned to Church did so after a personal invitation to attend the Church. Thus, to complement the TV commercials, the Department for Evangelization first created a brochure, titled, "*We Miss You – Your personal invitation to return to the Catholic Church*". We printed 70,000 brochures (custom made with the contact information of each parish) and distributed them during Ash Wednesday and during the Sunday's of Lent '09 to all active Catholics. Every active Catholic was asked to invite one family member, relative, or co-worker or friend who is an inactive Catholic back to Church. After they extend the invitation, they could then give them the *We Miss You* brochure.
4. "*I am not being fed,*" is a commonly heard complaint of those who have left the Church. Therefore, we also designed a *Menu* of the different ministries in the diocese that we custom made with the address and Mass times of each parish. The *Appetizer* are the evangelization ministries throughout the diocese; the *Main Entrée* is the Eucharist and the many biblical & catechetical discipleship courses in the diocese; the *Side Dish* are the opportunities to experience community & service; and the *Dessert* are the many prayer and fellowship opportunities that are found in the diocese. This *Menu* was sent to the parishes asking them to give it to any returning Catholics.
5. In addition, on Ash Wednesday we placed a full page Ad in the Caller Times local newspaper (a photo of a forehead with Ashes on it & a listing of every parish in the diocese) and also an Ad in the Caller Times webpage listing. We had over 1,100 visitors on our diocesan webpage that same day.



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6. We also encouraged the parishes to run the *Catholics Returning Home* (CRH) 6-week course beginning in Easter week. The publicity began around the 3rd week of Lent with yards signs and brochures. *Catholics Returning Home* (CRH) is a ministry of compassion and reconciliation that is **cheap, simple, and it works**. It is a parish based ministry designed to reach-out and invite non-practicing Catholics to return home and resume the active practice of their Catholic faith. It is a **six-week series** that complements well the *We Miss You* brochures and the *Catholics Come Home* TV commercials.
7. Finally, the **Catholics Come Home Television** campaign began to air on the Monday before Ash Wednesday, and aired throughout Lent '09. Approximately 2,500 commercials aired for six weeks in all the local networks (ABC, NBC, CBS, KORO) targeting the inactive Catholics. Commercials were both in English and Spanish and had a reach of 98% with a viewing frequency of 31 in the English commercials and 97% reach with a viewing frequency of 14.3 with the Spanish Commercials.

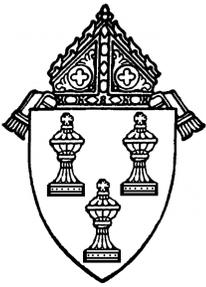
We rejoice and are deeply grateful to God that thousands of families were directly impacted, influenced, and blessed by these TV commercials—great tools for evangelization. The numerous testimonies are simply wonderful. We are also grateful to Tom Peterson, President of CCH for making this possible, and as Msgr. Mark Chamberlain stated, *“my instinct is that it is the best program we have put forth and by far reached the most people.”*

Mass Counts:

We decided to take a Mass Count on April 18 & 19th, 2009 (Divine Mercy Sunday) and then compare it to the October '08 Count. Now, this is an imperfect comparison for at least 4 reasons: The October Count is done on every weekend of October and then averaged, while the April Count was only done on one Sunday. Secondly, we have an influx of *Winter Texans* that usually arrive sometime in the Fall, and go back North sometime in the Spring. Third, the regular Easter-break movement of peoples. And fourth, some Parishes are simply inaccurate in their counts.

The chart (on the next page) shows how 38 parishes or missions of the Diocese of Corpus Christi (out of 100 in the diocese) grew an average of 17.7 percent. The Spanish Masses in those same parishes/missions grew 16%. These numbers, though an imperfect comparison between the April & October Mass counts, is a significant trend upwards. This is awesome!

The following are the Parishes that reported growth (see next page):



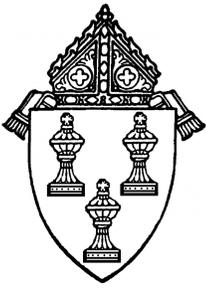
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Parishes	April 09	Oct. 08	Growth	% Growth
Most Precious Blood CC	4,442	3,363	1,079	32.1
Ss. Cyril & Methodius CC	2,169	1,686	483	28.6
St. Peter Prince of Apost. CC	1,921	1,545	376	24.3
Immaculate Conception Gregory	1,154	791	363	45.9
St. James Refugio	361	121	240	198.3
St. Anthony Robstown	1,583	1,398	185	13.2
OL of Perpetual Help CC	2,485	2,305	180	7.8
St. Joseph Port Aransas	443	327	116	35.5
St. Helena CC	463	348	115	33.0
St. Mary Freer	410	306	104	34.0
OL Good Counsel Kingsville	655	572	83	14.5
St. John Nepomucene Robstown	357	280	77	27.5
Sacred Heart Odem	617	545	72	13.2
St. Elizabeth Alice	525	455	70	15.4
Sacred Heart Sinton	464	415	49	11.8
Sacred Heart Falfurrias	1,067	1,019	48	4.7
Holy Cross CC	164	123	41	33.3
Stella Maris Chapel	63	29	34	117.2
OL of Mt Carmel Portland	1,137	1,103	34	3.1
St. James Beeville	496	469	27	5.8
St. Joseph Beeville	1,017	991	26	2.6
St Andrew CC	635	610	25	4.1
St. Anne Mission-Encino	82	61	21	34.4
St. John the Baptist CC	819	798	21	2.6
Blessed Sacrament Convent	116	96	20	20.8
St. Frances Rome Agua Dulce	255	235	20	8.5
OL Pilar CC	1,580	1,563	17	1.1
Immaculate Concep. Mission-Concep. (Premt)	56	42	14	33.3
Sacred Heart Mission-Ricardo (Vattman)	48	39	9	23.1
Our Lady of CC Perpetual Adoration Chapel	82	74	8	10.8
Santa Nino de Atocha-Tecolote (Alice)	90	83	7	8.4
Santa Rosa de Lima Benavides	305	298	7	2.3
St. Joseph Mission-Palito Blanco (San Diego)	58	53	5	9.4
St. Paul Mission-Sinton	87	82	5	6.1
St. Michael the Archangel Parish-Banquete	216	211	5	2.4
St. Anthony Mission Austwell (Tivoli)	23	21	2	9.5
OL of Guadalupe Mission-Ramirez (Premont)	37	35	2	5.7
St. Joseph Mission-San Jose (Benavides)	41	39	2	5.1
TOTALS: 38 Parishes/Missions	26,523	22,531	3,992	17.7%



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Web-Site's:

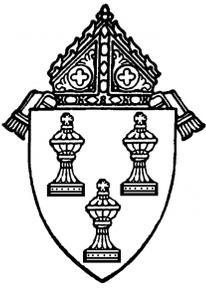
It appears from what CCH reported to us that 1,332 unique Corpus Christi area people visited the CCH websites during Lent. 835 went to the English site, and 497 to the Spanish site. The average person viewed about 4 pages for 5:11 minutes.

The Diocese of Corpus Christi website, though not directly promoted in the TV commercials, also experienced peaks of 60-80% visits when the commercials started on the week of Ash Wednesday.

Parish Survey:

We had 18 persons respond, representing 13 parishes. This is not a high number, yet it gives us an idea of the basic trends.

1. 94% saw the television commercials on the Television; 28% saw it on the website; 44% saw it at their parish.
2. 67% strongly liked the content/message of the commercials; 23% liked them; 10% were neutral on the content.
3. 44% strongly liked the testimonies shown in the commercials; 39% liked them; and 17% were neutral.
4. 94% felt that the overall invitation to "Come Home" was communicated.
5. 94% of our Parishes distributed the *We Miss You* brochure during Lent.
6. 50% of the Parishes prepared for the CCH commercials.
7. 61% of the Parishes noticed an increase in Mass Attendance; 39% were unsure.
8. 56% of the Parishes noticed an increase in Confessions during Lent; 44% were unsure.
9. 72% of the Parishes received an inquiry about Catholic Marriage and Annulments during lent.
10. 47% of the Parishes received an inquiry about the Bible and the Teachings of the Church.
11. 6% of the Parishes received an inquiry about the Sexual Abuse issue during Lent.



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Quotes:

1. Bishop Edmond Carmody:

"All in all, it was a very successful program. And we thank those who made these commercials possible, so that we could invite Catholics to come home."

"The Rabbi was very impressed that we Catholics were inviting people to come home."

"Over 40 people came back to Church in Freer...this is a huge number for the little town of Freer. And it happened all over the diocese. So it was very encouraging, and a worth while effort."

2. Msgr. Mark Chamberlain (Pastor): *"My instinct is that it is the best program we have put forth and by far reached the most people."*

3. Msgr. Shirley (Vicar General): *"I spoke with some Protestant pastors who wished they had this type of commercials."*

4. Marty Wind (Diocesan Communications Director): *"One of the big advantages that I saw from the campaign was the pride that the campaign instilled in practicing Catholics. We haven't done enough in this area. We have had to watch the Mormon's do it and others... This was a great image campaign, quite frankly, for the Church. And that is an added bonus."*

5. Fr. Eduardo Montemayor (Director, Diocesan Dept. for Evangelization): *"This was a dream come true for the Dept. for Evangelization. This was very successful. I especially liked that it got the wheels of evangelization turning in many parishes."*

6. Director of Catholics Returning Home (Staff at St. Joseph's in Beeville, Texas):
"A gentleman that we followed up on had not gone to confession since the time he did his First Communion (when He was 8 years old) and He is now 32 years old. He did make an appointment to speak to a priest and a handout on how to confess was giving to him. He was spiritually lost and upon talking to him he moved and wanted to become part of the Church again."

"A female that we spoke to felt upset at God for taking away her husband and felt she was being punished. We spoke to her and arranged a consultation with a priest."

7. Virginia: *"I love the commercials they bring me to tears because I was there once and came back to the Church 5 years ago, and I 'm very involved in the Church now...I hope these commercials bring back all inactive Catholics back to the Church."*

8. Barbara: *[The images in the commercials] It is brilliantly done!!! Wow! It's incredible and beautiful and clearly invites those lost sheep back. Keep up the good work!!!!*