

**(Arch)Diocesan sample reminder e-mail to priests and instruction for parish fundraising:**

**Sent:** XX September 201X

**To:**

**Subject:** for this weekend (Sept XX) - Catholics Come Home® clips

Beloved priests,

**Thank you** for your excitement and support for our Catholics Come Home® initiative! It's been great to speak with some of you about it and hear what you have planned. I am confident that these commercials will be effective and our parish follow-up will be equally as effective!

Are you ready for this weekend? DVD works and envelopes are ready? (I have extras if you need them)

**September XX, 201X Weekend Masses – Commercial Preview and Collection**

- Place Catholics Come Home® envelopes at the end of the pews.
- After a short homily/as part of the homily, or immediately following the prayer after Communion, show the DVD.

**Sample Parish Pulpit talk when showing CCH DVD sample, and parish-based fundraising:**

(announce/show after a short homily or as part of the homily, or before end of Mass)

*The (Arch)diocese of XXXXXXXXXX is partnering on an evangelization initiative to bring Catholics Come Home® commercials to mainstream TV this Advent/Christmas (IF LENTEN campaign adjust wording to "Lent"). Please raise your hand if you know someone who has stopped practicing the faith. (people raise their hands)*

*We all know someone... We want to lovingly invite all those who have fallen away, to come home.*

*Bishop XXXXXX has asked us to play a 5 minute DVD from Catholics Come Home® to give you a "sneak peek" at the commercials that will be airing locally on mainstream television locally late Advent through the Christmas season (December 16- January 22 (IF LENTEN INITIATIVE, adjust text here to read: Ash Wednesday through Easter). Here is a sample of the commercials that will be airing:*

**Show Video Sampler – 3 clicks:**

- 1) English
- 2) TV Commercials
- 3) Ad Sampler

- **Basic script for after playing the DVD:**

*Please support this evangelization initiative.*

- 1) *Pray for hearts to be changed.*
- 2) *Extend a welcome to those who want to come back.*

3) *Please pick up a Catholics Come Home® donation envelope and complete it now.  
(pause, and give people a few moments to pick up envelope and complete...)*

*A basket will be passed around shortly for you to drop in your completed envelope and donation by check or credit card. (If you forgot your checkbook, please add a check at home, stamp the envelope, and drop it in the mail on Monday).*

**Write checks payable to: "Catholics Come Home"**

*Thank you for supporting this Catholics Come Home® (Arch)diocese of XXXXXXXX evangelization initiative and bringing these TV commercials to mainstream TV locally to invite YOUR loved ones back home to the Church!*

*Sincerely,*