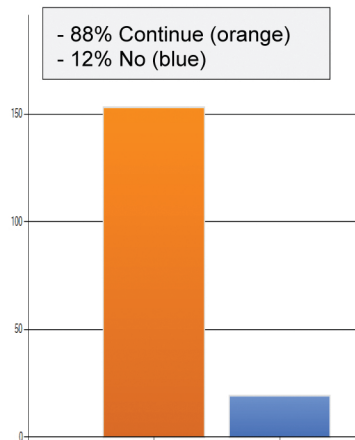


# Evangelization In The Future

The CCHC evangelization initiative has strengthened and changed the imagination and pattern of behaviors in many parishes. 66% of the pastors suggested that the Archdiocese should use the CCH ads again and 88% of them recommend that we continue to use the media to evangelize in the future. (See graph.)



*"We have to stay the course and move forward for an extended period of time...we are changing a culture and should continue to push the message."*

- Pastor -

There has been a positive assessment of the impact of Catholics Come Home on parishes. Even at the diocesan level CCHC has seemed to make a significant difference. For example, the Annual Catholic Appeal collection always takes place during the same weekend within the Liturgical year. In 2010, announcements of the appeal and the collection took place immediately after the CCH TV ads concluded. This year there was a 52% increase in the 2010 collection from the previous year, with 1500 new donors.

With the encouragement from Pastor and Parish Contact surveys, there will be discussions with the Dioceses of Rockford and Joliet in Summer 2010 to plan for a similar evangelization effort that will be media-oriented to continue the momentum created by CCHC. The second phase will apply all that was learned this past year and it will be developed with an awareness of the success experiences in our parishes.