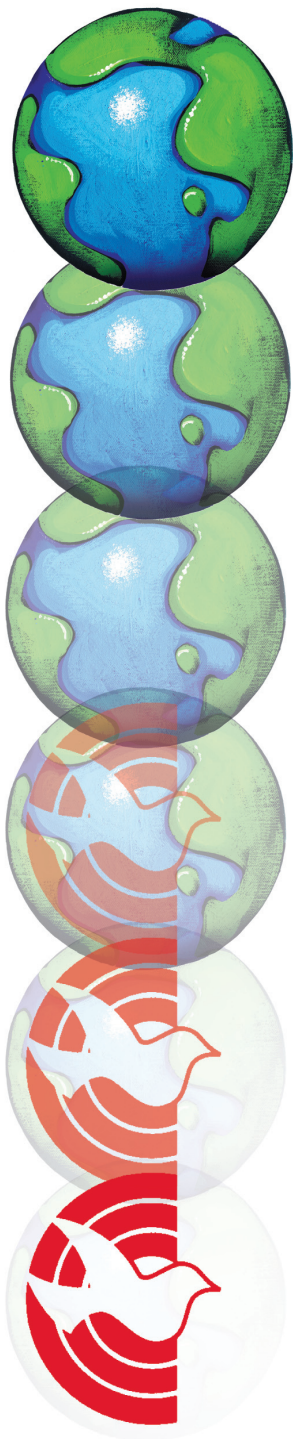


# Help Us Connect the World



**Catholic Communication Campaign**  
HOW THE GOOD NEWS GETS AROUND

## **Dear Pastor/Parish Administrator,**

The power of the media to influence lives is undeniable. The Catholic Communication Campaign (CCC) harnesses the opportunities presented through traditional and new media and uses them to evangelize, promote gospel values and spread the message of God's love.

Because of the generosity of the parishioners of the United States, CCC is able to fund programs that enrich the faith lives of Catholics in your parish and all over the world. Half of all funds collected in your (arch)diocese will remain there to support local communication projects. The other half supports the development and production of a wide range of media initiatives that are carried out by the United States Conference of Catholic Bishops' (USCCB) Committee on Communications and grantee organizations.

Your leadership is essential to the success of this Collection. Please speak to your parishioners about the importance of the work of CCC, insert the flier into bulletins the week prior to the collection, and use the parish appeal language from the pulpit. **The most important thing you can do is to mention the appeal during Mass.** Visit [www.CatholicCommunicationCampaign.org](http://www.CatholicCommunicationCampaign.org) to find bulletin announcements, clip art and additional information on CCC-funded programs.

Thank you for your continued support of CCC. Without you, our important work would not be possible. If you need additional materials or have questions, please contact me at 202-541-3365/[mcampbell@usccb.org](mailto:mcampbell@usccb.org).

Sincerely,

*Mary Mencarini Campbell*

Mary Mencarini Campbell  
Assistant Director for Promotions  
Office of National Collections  
United States Conference of Catholic Bishops

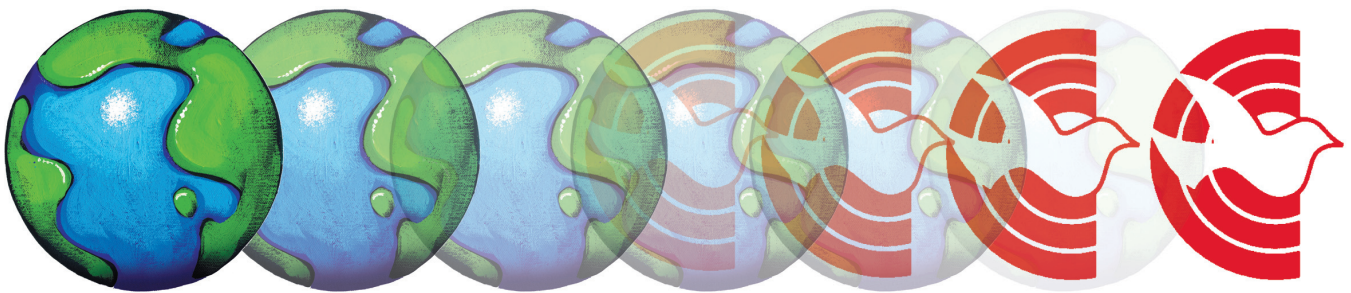
## with God's Word!

## Five Steps

### to Promote the Catholic Communication Campaign

- 1 Use** the bulletin announcements and parish appeal provided. Additional promotional resources are available at [www.CatholicCommunicationCampaign.org/toolkit](http://www.CatholicCommunicationCampaign.org/toolkit).
- 2 Insert** the CCC flier into all bulletins the weekend before or the weekend of the Collection.
- 3 Preach** about the role of communications in our faith lives and the benefits of having Catholic-produced resources for television, radio, print and the Internet. Visit [www.usccb.org/cc](http://www.usccb.org/cc) for a list of programs and resources.
- 4 Announce** the Catholic Communication Campaign Collection during Mass, and encourage generous participation.
- 5 Pray** as a community that the Good News of the Gospel will continue to be spread by wise use of communications technology.

**Parish Appeal** Use this text from the pulpit, or as part of your weekly announcements.



## Help Us Connect the World with God's Word!

In today's hectic world, we all need to hear the **Good News**. It's a powerful reminder of God's love for us. It enriches us and nourishes our faith. The **Catholic Communication Campaign (CCC)** is committed to funding programs that uplift and evangelize through media and technology. Your participation in the CCC Collection is crucial. Not only does half of our diocesan Collection support national media projects, but the other half stays here to support diocesan communication projects that keep our parish informed, connected and inspired. The goal for our diocese is [\$ per person/one hour's wage/one day's wage]. Thank you for your generous support.

# Bulletin Announcements

## For the week before the Collection:

### Help Us Connect the World with God's Word!

Next week's Collection is for the Catholic Communication Campaign (CCC). Through your generous donations, CCC is able to spread the gospel message in our community and all over the world. CCC funds the development of traditional and new media programs that inspire and minister to their audiences. Half of the Collection from our (arch)diocese stays here to support local communication efforts, while the other half supports national Catholic media initiatives. Please give generously in next week's Collection to help us spread the Good News. To find out more about the work of CCC, please visit [www.CatholicCommunicationCampaign.org](http://www.CatholicCommunicationCampaign.org).

## Para la semana antes de la colecta:

### ¡Ayúdenos a conectar al mundo con la Palabra de Dios!

La Colecta de la próxima semana es para la Campaña Católica de la Comunicación (CCC). Gracias a su generosa donación, la CCC puede compartir el mensaje del Evangelio en nuestra comunidad y en el mundo. La CCC financia el desarrollo de programas tradicionales y nuevos en el campo de la comunicación que sirven de inspiración y de ministerio a su público. La mitad de la colecta de nuestra (arqui)diócesis se queda aquí apoyando los esfuerzos locales en el campo de la comunicación mientras que la otra mitad apoya iniciativas católicas a nivel nacional en el campo de la comunicación. Por favor, muestre su generosidad en la Colecta de la próxima semana para ayudarnos a compartir la Buena Nueva. Para saber más sobre la labor de la CCC, por favor, visite [www.CatholicCommunicationCampaign.org](http://www.CatholicCommunicationCampaign.org).

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## The week of the Collection:

### Help Us Connect the World with God's Word!

If Jesus Christ were on earth today, how would he spread his message? The Catholic Communication Campaign (CCC) believes Jesus would use every means available, so it makes use of media outlets to evangelize and promote gospel values. You can truly make a difference right here in our (arch)diocese through your donation to today's Collection. Half of all funds collected in our (arch)diocese are used for local communications projects such as our diocesan newspaper and televised Mass for homebound persons. To learn more about CCC's national communications projects, please visit [www.CatholicCommunicationCampaign.org](http://www.CatholicCommunicationCampaign.org). Please give generously in today's Collection.

## La semana de la colecta:

### ¡Ayúdenos a conectar al mundo con la Palabra de Dios!

Si Jesucristo estuviese hoy en la tierra, ¿cómo compartiría él su mensaje? La Campaña Católica de la Comunicación (CCC) cree que Jesús utilizaría todos los medios disponibles, así que ella usa los medios de comunicación para evangelizar y promover los valores del Evangelio. En verdad, usted puede marcar la diferencia aquí mismo en su (arqui)diócesis mediante su donación a la Colecta de hoy. La mitad de los fondos recolectados en nuestra (arqui)diócesis son usados en proyectos locales de comunicación como nuestro periódico diocesano y las Misas televisadas para personas confinadas a sus hogares. Para saber más sobre los proyectos nacionales de la CCC en el campo de la comunicación, visite [www.CatholicCommunicationCampaign.org](http://www.CatholicCommunicationCampaign.org). Por favor, sea generoso en la Colecta de hoy.

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## The week after the Collection:

### Connecting the World with God's Word!

Thank you for your generous donations to the Catholic Communication Campaign! Because of parishioners like you, the Church is able to minister and evangelize through local and national communications efforts. Programs funded by CCC keep the world connected to the Word through Web sites, downloadable podcasts, daily readings, radio shows, televised Masses and so much more. To learn more about how your money is making a difference through CCC, please visit [www.CatholicCommunicationCampaign.org](http://www.CatholicCommunicationCampaign.org).

## La semana después de la colecta:

### ¡Conectando al mundo con la Palabra de Dios!

¡Gracias por su generosa donación a la Campaña Católica de la Comunicación! Gracias a feligreses como usted, la Iglesia puede hacer su ministerio y evangelizar mediante sus esfuerzos locales y nacionales en el campo de la comunicación. Los programas financiados por la CCC mantienen conectado al mundo con la Palabra por medio de portales en el Internet, *podcasts* descargables, lecturas diarias, programas radiales, Misas televisadas y mucho más. Para ver cómo su donación hace la diferencia por medio de la CCC, visite [www.CatholicCommunicationCampaign.org](http://www.CatholicCommunicationCampaign.org).

# Program Highlights

The generosity of your parishioners makes a powerful impact!



**Internet.** Pope Benedict XVI's 2008 apostolic journey to the United States was a unique and inspirational experience for Catholics and non-Catholics alike. The United States Conference of Catholic Bishops (USCCB), through the support of CCC, provided blogs, live streaming videos, articles, audio and texts from most events during the Holy Father's visit. More than 600,000 unique visitors have viewed the site since its launch. Also on the Internet are daily Scripture readings available for listening or download. On average, 1.2 million unique visitors listen to the daily readings each month.



**Movies.** The USCCB Office of Film and Broadcasting is responsible for reviewing and evaluating the moral soundness of movies, DVDs, theater and other video. These reviews are popular for families seeking faith-appropriate entertainment.



**Radio.** *Lino at Large* connects with Catholic young adults on his weekly program, available on the Catholic Channel (159) on Sirius Satellite Radio and as a downloadable podcast. He tackles real-world issues facing this generation in a relatable and non-confrontational way to help young people grow in their faith.



**Television.** USCCB Video has been growing since its 2005 launch. It offers viewers opportunities for reflection, inspiration and education. Through reflections on the daily Mass readings, a series on the sacraments, and reports on people living out the Gospel in their lives and communities, viewers experience various aspects of the Catholic faith.



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