
BE BOLD. GIVE BIG.

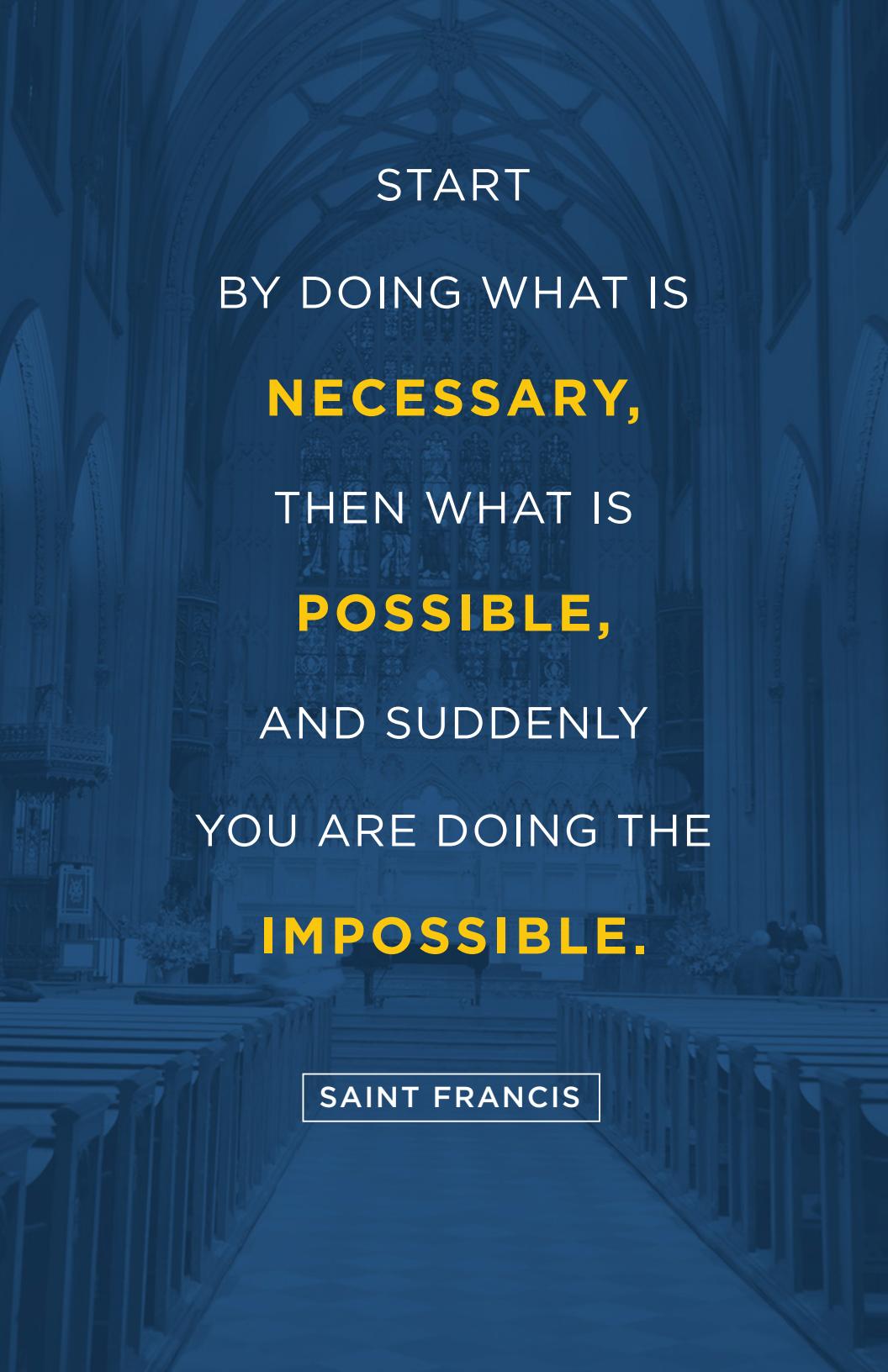
A guide to the **BOOK PROGRAM**

There is a lot of talk
about evangelization, but not a
lot of it actually happening.

Learn how **YOU** can make
a difference at your parish
this Christmas or Easter.



Dynamic Catholic

A dark blue-tinted photograph of a cathedral interior. The image shows a long perspective of rows of wooden pews on either side of a central aisle. The ceiling is high and vaulted, with intricate stone trusses and a large circular window at the top. The overall atmosphere is solemn and historical.

START
BY DOING WHAT IS
NECESSARY,
THEN WHAT IS
POSSIBLE,
AND SUDDENLY
YOU ARE DOING THE
IMPOSSIBLE.

SAINT FRANCIS



We all know that Christmas and Easter Mass means record attendance and a packed house. But what are we doing to continue the momentum when people leave? For years we have been letting them come and go with no real effort to win them back.

But what if it was as simple as just handing them a great Catholic book on the way into church?

It is.

The Dynamic Catholic Book Program is transforming parishes around the nation with this simple, powerful idea: books change our lives. What we read today walks and talks with us tomorrow. Sometimes all it takes is the right book to bring people back to church.

MATTHEW KELLY

THE DYNAMIC CATHOLIC BOOK PROGRAM

is a simple, affordable way to re-engage disengaged Catholics and re-energize your parish.

HOW IT WORKS:

STEP
1

You order a bunch of \$2 books.

STEP
2

At Christmas and Easter, friendly volunteers hand the books to people as they enter or leave the church.

STEP
3

You encourage people to read the book with regular and inspiring announcements.

STEP
4

You see the lasting impact this simple program can have on your parish.



“ We distributed a copy of the book *Rediscover Catholicism* by Matthew Kelly to every family of the diocese that attended a Christmas Mass... It is clear that reading this book has helped many in their growth in faith and their appreciation of Catholicism. I recommend the Dynamic Catholic Book Program as an effective tool in the efforts of the New Evangelization. **”**

—BISHOP KEVIN C. RHOADES

Why people participate.

Parishes across the nation are experiencing higher levels of energy and engagement after participating in the Book Program.

Increased Mass Attendance and Financial Giving:

Parishes who have conducted the program three years consecutively have seen an increase of 9.1% in Mass attendance and a 10.4% increase in Sunday collections.

Mass Attendance: 9.1% increase

Sunday Collection: 10.4% increase

Faith Formation: The Book Program acts as mobile faith formation where parishioners who might not attend a faith formation group still have great Catholic content they can access on their own time.

32% of Catholics only come to Church at Christmas and Easter. Let's get them back every Sunday.



99.7%
of parishes say
they would do
the Book Program
again!

Evangelization: The last three popes have made the New Evangelization the primary initiative for the Church. The Book Program is a simple and practical way to share the genius of Catholicism with the people of your parish.

How much does it cost?

We believe in keeping things as simple as possible.

Order 250 copies or more for \$2 per copy.

Includes shipping and handling.

Order from 125-249 copies for \$3 per copy.

Includes shipping and handling.

Is it worth my investment?

Let's start with the financial benefits...

If just one person comes back to church because you give them a book on the way into Mass this Christmas or Easter, and that person is 40 years old, lives to be 80, and puts just \$10 in the collection each Sunday, that returning Catholic will contribute \$520 over the next year and \$20,800 over the rest of his/her lifetime. **That's a \$20,800 return on your \$2 investment.**

And the spiritual benefits...priceless.



DYNAMIC CATHOLIC BOOK PROGRAM

We all know that when people recommit to their faith, everything changes. They are more energized and inspired by Sunday worship, they feel connected to their parish community and they contribute to stewardship, church finances and more.

The time to bring this program to your parish is now. More than **10,000 Parishes** and **60 million Catholics** have benefited from the Dynamic Catholic Book Program in the last 15 years. Discover how you can re-energize your parish and bring people home. Give them a great Catholic book this Christmas or Easter!



Dynamic Catholic

Need help with funding?

If your parish has a budget for Evangelization or Adult Faith Formation, this is a perfect way to use those funds. But many parishes do not have a budget for Evangelization or Adult Faith Formation. If that is the case, here are some examples of how we have seen other parishes fund the program:

- **INDIVIDUAL DONOR:** In many cases a single donor decides to fund the program for the parish. Your pastor may know the perfect person.
- **A GROUP OF DONORS:** We have also seen the program funded by a group of donors. For example, if the parish needs 2,000 books (cost \$4000), find four parishioners who would contribute \$1000 each; or eight donors who will contribute \$500 each. Give people a chance to do something great for their parish and many will sacrifice to make it happen.
- **PARISH GROUPS:** Talk to some of the groups at your parish. We have seen inspiring generosity from the Knights of Columbus, Mother's Groups, Men's Groups, and many other parish-based groups.

“

I'm not sure why I came to church last Christmas. I haven't been in twenty years. But something drew me back. On the way out of church, I was given a Dynamic Catholic book. For the first time in my life Catholicism makes sense to me. Thank you. I have been to church every Sunday since Christmas and all because I was handed a book. ”

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