A Life-Changing Study for the Whole Parish!

FORGIVEN Launch—Pulpit Pitch

(2–3 minutes)

*Before the final blessing, celebrant invites the person who is going to speak about FORMED to come up to the ambo, OR Father makes the announcement himself.*

Good Morning/Evening!

To begin, I want to personally thank Father \_\_\_\_\_\_\_\_\_\_ for purchasing a gift for every family in our parish. (pause/smile) That gift is a subscription to FORMED, a wonderful online platform with inspiring movies and video-based programs, audio presentations, and ebooks from the Church's most compelling speakers and authors.

By a show of hands,

* How many of you would like to grow in your relationship with Jesus Christ? (make sure you and Father raise your hands)
* How many of you know someone who has fallen away from the Church, perhaps a friend, a family member, or a co-worker, and you want reach them, but you just don’t know how to? (more will raise their hands)

This is why our parish has invested in FORMED—that each of us might grow in our relationship with Jesus Christ and in our desire to share our faith with others, especially those closest to us. We want to invite you to participate in a program called FORGIVEN offered on formed.org.

With beautiful film-making and teaching on the Sacrament of Reconciliation, FORGIVEN will move your heart and give you plenty to discuss as a family or group of friends. The program will be 4 weeks, with an episode to watch each week.

**[Reverse Collection option]**

So, as I finish speaking, the ushers will pass the collection basket again. However, instead of putting in your tithe, please take out of the basket a card that gives the instructions on how to register for your FREE access to formed.org and the program FORGIVEN.

**OR**

**[Bulletin insert option]**

In the parish bulletin *(show insert)* is a flyer with step by step instructions on how to register for FREE access to formed.org and the program FORGIVEN—please take one as you leave. I’ll close with a testimony from a woman named Lisa from St. Leo’s Parish in Ridgway, Pennsylvania. She writes: “I was going to be late for work because I couldn’t stop watching session 3 of FORGIVEN. I thought the first episode was amazing, but this one takes the cake! Whoever was the cinematic genius who thought of the idea of having each priest recite part of the prayer of absolution, I want you to know it brought me to tears! This is going to be an invaluable resource for our parishioners.”

Thank you for your time! I will be in the gathering space at the end of Mass to answer any questions and help you sign up.

**Follow Up**

*The next week, Father makes an announcement at the end of each Mass and asks:*

“Last week you got this postcard with our FORMED login *(hold the card up),* did you register yet and watch the first episode of FORGIVEN? If you didn’t, please join us this week.”