



Every Catholic Deserves to Know Their Story

PULPIT PITCH



SYMBOLON
THE CATHOLIC FAITH EXPLAINED

- 1 Before the final blessing, the celebrant invites the person who is going to speak about FORMED to come up to the ambo

OR

- 2 Father makes the announcement himself

SYMBOLON: KNOWING THE FAITH

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 website that has inspiring movies and video-based programs, audio presentations, and e-books from the Church's most compelling speakers and authors. I can tell you that FORMED has truly blessed our family.

And, this brings me to the reason I am here this morning/evening. As Catholics, too often we try to live a faith we don't know or understand. Some of us stumble along with it, going through the motions. Others simply walk away. We may be familiar with different aspects of the Catholic Faith...but how does it all fit together? And what difference does it make for our lives?

Truthfully, if we understand the narrative of our Faith, we will understand the meaning of our lives. I want to personally invite you to participate in a parish-wide study this year called "Every Catholic Deserves to Know Their Story." This stunning video series contains 20 episodes, with accompanying discussion guides, that present the BIG picture of the Catholic Faith. We will have a 5-week series in the fall, another during Advent, another in Lent, and our last series 5 weeks before Pentecost. You can watch individually, as a family, in small groups, or as a larger group here in the parish.

FORMED[®]

THE CATHOLIC FAITH.
ON DEMAND.

REVERSE COLLECTION SCRIPT

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 business card that gives the instructions on how to register for your FREE access to formed.org. For those of you who have already registered, well done! You are all set to go for our parish-wide study. If you have not registered, you will simply need to create a username and password.

OR

(bulletin insert)

In the parish bulletin is a flyer with step-by-step instructions on how to register for FREE access to formed.org and this parish wide study—please take one as you leave.

Please join us for this study. You and your families deserve to know your story. 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:

Last week you got this business card with our FORMED login (hold the card up), did you register yet and watch the first episode of SYMBOLON? If you didn't, please do so this week and join our parish.