



## CASE STUDY

# Fresh Thinking to Engage Parents and Build Parish Community with the Sacrament of Baptism

At Our Lady of Guadalupe parish in St. Joseph, MO, most parents used to bring their children in for Baptism, and then they'd all but vanish until it was time for their First Communion. The parish leadership realized they needed a way to engage parents and help them feel like they belonged in their community.

They developed a new model based around the *REBORN* study on Formed.org. It starts with volunteer couples in the parish inviting parents preparing for baptism over for dinner where they watch the first half of the first session. Then they schedule a time to watch the rest of the videos and discuss them at the parish.

The host couples also attend the Baptism and commit to following up with the family every four weeks for the next six months. The parish priest also said he noticed a big increase in Mass attendance in the last 18 months alone! That's due in part to the fact that *REBORN* reaches everyone right where they're at. Whether you're new to the faith or a

seasoned theologian, there is plenty to explore and reflect upon.

“*We see practically every couple we've worked with in preparation for Baptism now coming to Mass regularly.*”

Sara Kraft, Parish Volunteer  
Our Lady of Guadalupe Parish  
St. Joseph, MO

Not only are they seeing better results and more engagement, but with the full-color Participant Guides, getting ready for sacramental prep has never been easier! “*Preparation time for our meetings with other programs would take 1½ - 2 hours. With REBORN, preparation for our sessions takes about ten minutes! I think it has made attracting volunteers easier,*” Sara added.

If you're looking for an effective way to get families coming back to Mass after Baptism, try *REBORN* on Formed.org!