

Planning the FORMED Launch “Cell Phone Sunday”

Thank you for bringing FORMED to your parish. The two most important next steps include introducing FORMED to your staff and all of your ministry leaders and planning a FORMED launch/kick-off. We have found that doing a launch 3 weekends in a row will set your parish up for success and help your parishioners grow in their excitement about one of the greatest evangelization tools in the world today.

Planning a FORMED Launch

- ___ Pick your launch weekend dates; we suggest 3 weekends in a row.
- ___ Decide which study or talk to highlight during the launch weekend; we call this the “Just Press Play” recommendation. See options at the end of this document.
- ___ Educate all staff and parish leaders. Send a letter from the pastor like [this](#). Invite all to an orientation session and explain why the parish purchased a subscription. Share resources for every parish leader. Plan how FORMED will be used the next coming year.
- ___ Find some students who will serve as the “Teen Tech Team” after each of the Masses (service hours).
- ___ Order your FORMED registration cards and plexiglass card holder; call customer service at 866-767-3155.
- ___ Add FORMED to your website. Also consider adding it to the front of your parish bulletin alongside the other basic parish info.
- ___ Submit pulpit/bulletin blurbs to start 2 weeks before the launch weekend. Ask your social media coordinator to post information as well when the time comes.

Two Weeks before Launch Weekend

- ___ Put up FORMED flyers around the church.
- ___ Send out the Pastor’s Letter to all families and/or add it as a bulletin insert.
- ___ “Cell Phone Sunday”: Create excitement around launch weekend by inviting parishioners to “bring your phone to Mass next weekend”—don’t tell them why. During Mass, do a reverse collection (see below).
- ___ Start promoting via Facebook and ministry announcements as well, for example, “Bring Your Cell Phone to Mass.”
- ___ Be sure the pastor and all priests who are celebrating Mass during the launch weekend are prepared to speak from the pulpit with simple talking points.

During Launch Weekend

- ___ Make a pulpit announcement about FORMED, as a gift from the parish to the parishioners. You can use the Pastor’s Letter as an outline for the pulpit announcement.
- ___ “Reverse Collection”: Pass around collection baskets with the FORMED business card inside. The pastor can say something like, “You are always so generous to place something *in* the collection each week; this time around we’d like to ask you to take something *out*, which is a little card explaining our gift for you and your family called FORMED.”

___ Ask everyone to take out their cell phones, go to their browser, and quickly walk them through the simple sign-up directions on the business card and/or pastor letter. Be sure to mention that they can now download the app, for their phones (Apple and Android), other devices (like tablets), and TV (through ROKU, AppleTV, Smart TVs).

___ Direct people to the teens at all exits who can assist after Mass. This is especially helpful for those who may not be as tech savvy.

___ “Just Press Play”: The best way to encourage your parishioners to subscribe and use FORMED regularly is to encourage them to “just press play.” Use language like, “*Just press play—watch (listen) for ten minutes and if you don’t like it, try something else on FORMED.*” Make it fun by “assigning homework” to be done when they leave Mass or throughout the week.

___ Consider showing the FORMED [video trailer](#) (1:49).

Weekend after Launch

___ Thank everyone who signed up for FORMED last weekend. Encourage parishioners to continue doing something on FORMED each week as a family. Invite parish to sign up for formed.org/daily, a daily email based on the gospel readings/liturgical calendar.

___ For those who did not have a chance to sign up, encourage them to do so and mention again the recommendation.

___ Ask all staff and ministry leaders to ask their group members to subscribe to FORMED Daily and to “Just Press Play.”

Ongoing

___ Promote the [Pick of the Week](#) weekly from the pulpit, in the bulletin, and on social media.

___ Use the [Liturgical Calendar Suggestions](#) to highlight timely resources.

___ Read our [Informed Newsletter](#) for additional ideas throughout the year.

___ Repeat Launch Weekend a few times a year, especially during Advent and Lent.

“Just Press Play”

The best way to get your parishioners using FORMED regularly is to encourage them to “just press play.” Use language like, “*Just press play—watch (listen) for ten minutes, and if you don’t like it, try something else on FORMED.*” Make it fun by telling them you are “assigning homework” to be done throughout the week after the launch.

We recommend that you offer one study or an audio talk for adults and teens, and a cartoon for children. The following are great resources for a launch weekend that will inspire your parishioners:

Recommended Studies

___ [The Search](#)

___ [Presence](#)

___ [Forgiven](#)

Recommended Audios

___ [Religionless Spirituality](#)

Recommended for Teens

___ [Rising Above](#)

Recommended for Children

___ [Brother Francis](#)

*Use this [planning document](#) if you are organizing a parish-wide study with The Search.

*Use this [Planning Guide](#) to launch other parish-wide studies.

*Use this [page on the Leaders Site](#) if you are organizing a study with Presence or Forgiven.