

"Love, by its nature, is communication."

—Pope Francis, Message for
50th World Communications Day, 2016

SUPPORT THE CATHOLIC COMMUNICATION CAMPAIGN

Dear Diocesan Director/Coordinator,

The Catholic Communication Campaign (CCC) works to bring the message of the Gospel into the public square, a task that is often challenging. However, as Pope Francis reminds us, "If our hearts and actions are inspired by charity, by divine love, then our communication will be touched by God's own power" (World Communications Day Message, 2016). By promoting this collection in your diocese and encouraging your parishes to take it up, you are not only supporting communications projects on a national and international scale but also locally, within your own diocese.

Of the funds you collect, 50 percent remains in your diocese to support your own communication efforts.

With support from your diocese, the CCC led multiple social media and email campaigns to bring the gospel message to the digital meeting space. One campaign helped call attention to our brothers and sisters in the Middle East by encouraging signatures on a genocide declaration petition. Another campaign offered hope and practical ways out of pornography addiction by lifting up the message of the bishops' document, *Create in Me a Clean Heart*. These and other digital campaigns help us address challenging issues of our day and share the hope of Christ with the world.

Use your diocesan publication(s), website, social media site, or any other channels available to you to promote this collection. Resources like web banners, a social media toolkit, and a sample letter from your bishop are available online for download at www.usccb.org/cccb/collection. If you have any questions, please contact me at 202-541-3365 or at bkennedy@usccb.org. Thank you for your continued support of the collection.

Gratefully in Christ,



Bevin Kennedy
Assistant Director, Promotions, Office of National Collections

For more information on the work of the Catholic Communication Campaign, please visit www.usccb.org/cccb.



CATHOLIC COMMUNICATION CAMPAIGN

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