

Sample Parish Bulletin Campaign

Note the progression each week: from catching parishioners' attention, to making them wonder about the celebration, to providing an actual idea of what it is about. If you celebrate Catechetical Sunday on an alternate weekend, adjust the dates accordingly. Be sure to use the Catechetical Sunday banner and other artwork to enhance your promotional efforts.

To get the message out to as many as possible, we will also be posting teaser messages on the Conference pages for Twitter and Facebook starting in May. Feel free to access those for more ideas to encourage the faithful, especially catechists and teachers, to use the Catechetical Sunday materials throughout 2012-2013. Encourage the faithful to go to the Catechetical Sunday Web site and read the entire articles on the New Evangelization.

WEEKEND 1: AUGUST 11-12

WEEKEND 5: September 8-9

COMING SEPTEMBER 15-16

Catechists & Teachers

**AS AGENTS OF THE
NEW EVANGELIZATION**

**CATECHETICAL SUNDAY
2012**

Catechists & Teachers

AS AGENTS OF THE NEW EVANGELIZATION

**FAITH
WORSHIP
WITNESS**

To learn more about how catechists, teachers and all the baptized are called to be evangelists, go to the USCCB Web site

www.usccb.org/catecheticalsunday/

**CATECHETICAL SUNDAY
SEPTEMBER 15-16, 2012**

2012 Catechetical Sunday Banner

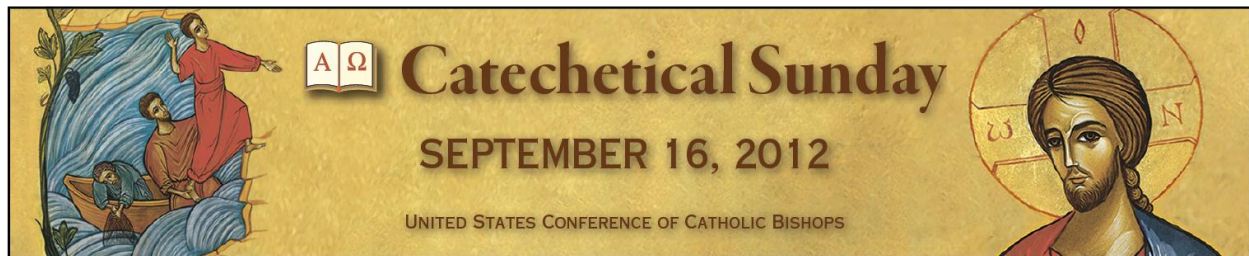


The banner features a golden background. On the left, an illustration shows a man in a red robe standing on a rocky shore, gesturing towards a small boat with two people on the water. In the center, there is a small icon of an open book with the Greek letters Alpha and Omega. To the right of the book, the text "Catechetical Sunday" is written in a large, dark brown serif font, with "SEPTEMBER 16, 2012" below it in a smaller, similar font. At the bottom center, the text "UNITED STATES CONFERENCE OF CATHOLIC BISHOPS" is written in a small, dark brown sans-serif font. On the right side of the banner, there is a circular icon of Jesus Christ with a halo, containing the Greek letters Omega, Phi, and Nu.

Catechetical Sunday
SEPTEMBER 16, 2012

UNITED STATES CONFERENCE OF CATHOLIC BISHOPS

WEEKEND 2: AUGUST 18-19



Catechists and Teachers AS AGENTS OF THE NEW EVANGELIZATION

“The New Evangelization is primarily the clear and unequivocal proclamation of the person of Jesus Christ, that is, the preaching of his name, his teaching, his life, his promises and the Kingdom which he has gained for us by his Paschal Mystery. It involves the active participation of every Christian in the proclamation and demonstration that the Christian faith is the only fully valid response to the problems and hopes that life poses to every person and society.”

National Directory for Catechesis, no. 17 A

WEEKENDS 3 & 4: AUGUST 25-26, SEPTEMBER 1-2

This week and next, ask catechists and teachers to write “sound bites” about their experiences of evangelization. Include people working at various age levels of your programs. Limit this to one ad each week. Keep the quotes short and compelling. If your catechists submit a lot of comments, consider continuing to include their comments in the bulletin following Catechetical Sunday. Here is an example.

In the Spotlight:

High School Retreat Program

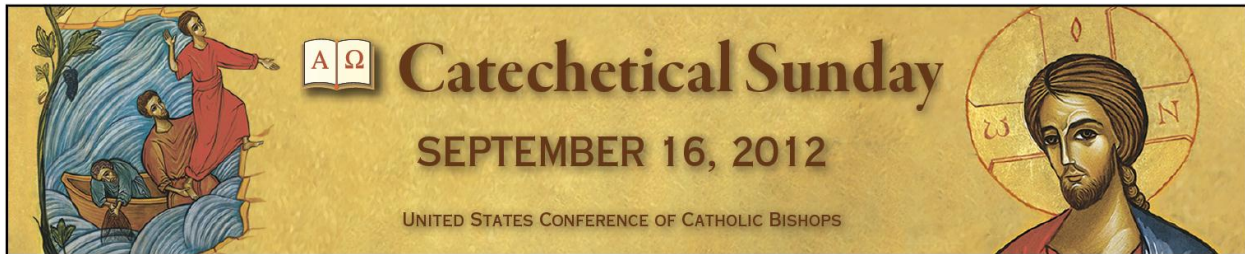
“In my work I have seen adults moved to tears through the witness of teenagers on how their relationship with Jesus helped them through a very difficult patch in their lives.”

Catechetical Sunday
September 15-16, 2012



In the Spotlight:

Weekend 6: Catechetical Sunday, September 15-16, 2012



This weekend, parishes across the country will honor those who share in the evangelizing and teaching mission of the Church through a special rite of commissioning and blessing. Here at *[name of parish]* the following catechists and teachers will be commissioned to share the faith of the Church with the adults, families, youth, and children of the parish and school this year:

[list names of catechists & teachers]

Thank you all for showing us how to live our faith! Be sure to remember to pray for them throughout the year.