



Social Media Activation Kit

How to Implement a Localized Multidimensional
Social Media Campaign

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PART 1

Campaign Strategy

This **Toolkit** is a resource for diocesan and parish communicators involved in or responsible for conveying the importance of *Forming Consciences for Faithful Citizenship* (FCFC).

The document includes the FCFC umbrella campaign strategy and provides “how to” guidance, recommendations, and creative assets for implementing a localized multidimensional social media campaign in your local market.

Webinars: The FCFC team will host a series of webinars for bishops and staff to demonstrate how to utilize the toolkit to optimize communications about FCFC.

Goal & Objective of the Forming Consciences Campaign

The goal of the campaign for *Forming Consciences for Faithful Citizenship* is to create a measurable increase in awareness and familiarity with the document in the lead-up to the 2024 presidential election and beyond, which will allow for informed decision making by Catholics who choose to engage their faith in public life.

Measurable increase will be gleaned from polling information comparison from Spring/Summer 2023 (see Appendix) and Fall/Winter 2024. The goal will be met if Catholics are inspired and motivated to further explore and understand what is at the core of the *Forming Consciences for Faithful Citizenship* document.



Target Audience

The target audience for both the document *Forming Consciences for Faithful Citizenship* and the related social media campaign is individuals who are churchgoers and those who self-identify as Catholic, who are of voting age or nearing voting age (high school age). The target audience is interested in what the Catholic Church teaches on social issues and the place of faith in public life, and is open to further exploring the FCFC document to that end.

Key Messaging

The campaign materials focus on the concept of forming our consciences in faith, sharing the good news of the social teachings of the Church, “voting inspired by your faith”, “thinking with the mind of Christ”, the “virtue of patriotism”, and “vocation as citizens” (references to *Fratelli Tutti*). Additional campaign materials seek to break down the concepts of FCFC into pieces that are digestible social media and digital content. The taglines are intended to be a call to the faithful to see Christ in one another and work toward what brings us together as a People of God rather than exploit what divides us in the political sphere.

“Explore and understand what is at the core of the Forming Consciences for Faithful Citizenship document.”



Campaign Timeline

February 2024 - November 2024

Bishops and dioceses are welcome to begin promoting *Forming Consciences for Faithful Citizenship* now, especially if not doing so already. A PDF of the document is available on the USCCB website [here](#). Creating a passive association with the availability of the document will be helpful when beginning to promote the updated pieces in advance of the 2024 election season.

Following approval by the body of bishops in November 2023, the bishops' working group on *Forming Consciences for Faithful Citizenship* will officially launch the promotional campaign to increase awareness and understanding of the document. At that time, bishops, dioceses, state Catholic conferences, parishes, etc. will have access to a comprehensive set of marketing campaign materials:

- Re-authorized *Forming Consciences for Faithful Citizenship* document including updated *Introductory Note* available online
- The final versions of bulletin insert explainers
- Social media graphics for use/customization
- Infographics for use on websites and social media
- Video scripts for customization
- A handful of items prepared for use in supplementing promotional materials created at the state, diocesan, or parish level



PART 2

Social Media Strategy

Social media continues to be a major source of information and engagement for many people. As such, the social media campaign for *Forming Consciences for Faithful Citizenship* must be robust-eye and ear-catching for those who encounter items from the campaign.



Tone

Showcasing an **authentic voice** is an important part of any social media campaign and the promotion of *Forming Consciences for Faithful Citizenship* in particular. Additional information on social media activation, templates for promotional text, and tips and talking points to personalize social media videos and posts can be found in Part 4.

Social Media Platforms

Use of social media platforms showcasing short videos-that is, using the “reels” feature on Instagram and Facebook-is recommended. Further, Instagram, Facebook, and Twitter can be used to promote still images or infographics related to the content of FCFC or the messaging campaign.

Video

The Conference recommends the use of videos (“reels” on some social media platforms) as a **point of engagement**, which can offer a deeper and more personal understanding of the FCFC document. Encouraging the local bishop, or individuals who are visible/recognizable to those in your local church, to film short videos with the scripts provided, or using their own personal journey with FCFC, will hopefully create buy-in and engagement from other members of your parish/diocesan community.

These “Ambassadors for the Common Good” can be

- Your DRE
- A permanent deacon
- A young adult who is active in liturgical ministry
- A senior at your parish school who will be voting for the first time

These “Ambassadors for the Common Good” call to mind the concept of working for the common good, a central precept of Catholic Social Teaching and, by extension, *Forming Consciences for Faithful Citizenship*. Personally asking these individuals about their understanding of the document and whether they would be willing to share their experiences of faith in public life will go a long way in encouraging them to participate in the campaign.



Graphics

In addition to videos, social media graphics that include **photos and testimonial quotes** from the individual will also be compelling if an individual does not wish to be featured on camera speaking but instead by using their thoughts in a still image.



“The Conference recommends the use of videos as a point of engagement, which can offer a deeper and more personal understanding of the FCFC document.”

Other Promotional Support Ideas

Beyond the social media templates and video scripts provided, using different types of media to encourage engagement with the FCFC document is also encouraged. As you create a plan to promote *Forming Consciences*, be attentive to remaining non partisan in assisting the faithful to form their consciences and apply the principles of Catholic teaching to the many issues that face our country. A helpful resource offered by USCCB can be the “Do’s and Don’ts” Guidelines During Election Season” - <https://www.usccb.org/resources/dos-and-donts-guidelines-during-election-season>)

- Blog posts showcasing how a local Catholic has put their faith into action or how the FCFC document helped form their conscience during a previous election
- Newspaper articles
- Opinion or editorial pieces about engagement in the public square and living out one’s faith based on the tenets of Catholic social teaching
- Pastoral letters from the local bishop
- Podcast episodes
- Voting guides from the state Catholic conference
- Sharing prayer and reflection resources from FaithfulCitizenship.org or CivilizeIt.org

Your diocese or parish may wish to begin a discussion group on *Forming Consciences for Faithful Citizenship* to bring people together to engage with the text. This may be a wonderful opportunity to allow those interested to access Catholic Social Teaching and understand the work of faith in public life in a new way.

Forming Consciences for Faithful Citizenship is a comprehensive document that deserves treatment that reflects the complexity of Catholic Social Teaching and the variety of ways it can help to live out your faith. In depth pieces such as the examples above provide an opportunity to convey that the complexity is worth it.



USCCB Communications Contact Information

For more information or assistance with any of the elements explained in this activation kit, please contact the United States Conference of Catholic Bishops Office of Communications at 202-541-3200 or media-relations@usccb.org.

PART 3

Campaign Assets

Website for Campaign Assets

<https://www.usccb.org/forming-consciences-faithful-citizenship-promotional-campaign-assets>

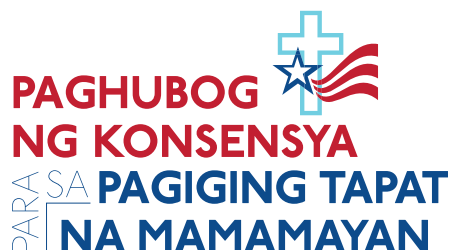
Main Forming Consciences for Faithful Citizenship Website

faithfulcitizenship.org

Electronic Document & Introductory Note:

<https://www.usccb.org/resources/forming-consciences-faithful-citizenship-pdf>

Forming Consciences For Faithful Citizenship Logos



Bulletin Insert Explainers

Bulletin Insert 1 - Introductory Note

- <https://www.usccb.org/resources/Introductory-Note-Bulletin-Insert.pdf>

Bulletin Insert 2 - Church Role in Public Life

- <https://www.usccb.org/resources/Role-of-Church-In-American-Political-Life.pdf>

Bulletin Insert 3 - Dignity of the Human Person

- <https://www.usccb.org/resources/Dignity-of-the-Human-Person.pdf>

Bulletin Insert 4 - The Common Good

- <https://www.usccb.org/resources/Common-Good.pdf>

Bulletin Insert 5 - Solidarity

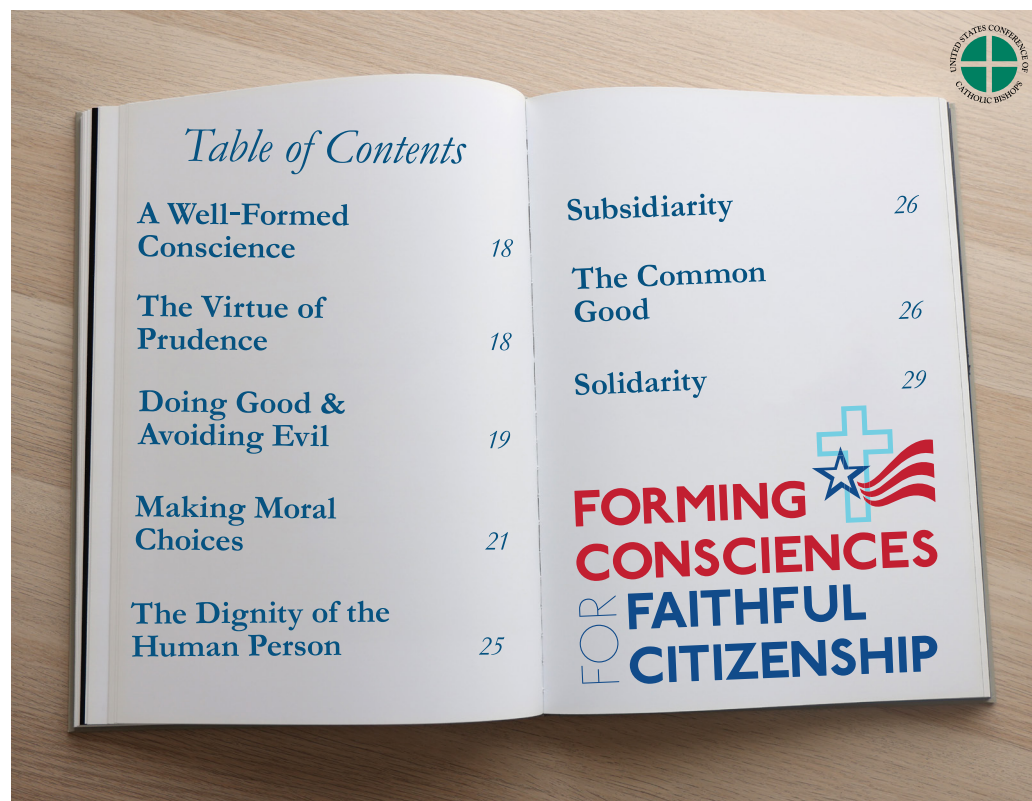
- <https://www.usccb.org/resources/Solidarity.pdf>

Bulletin Insert 6 - Subsidiarity

- <https://www.usccb.org/resources/Subsidiarity.pdf>



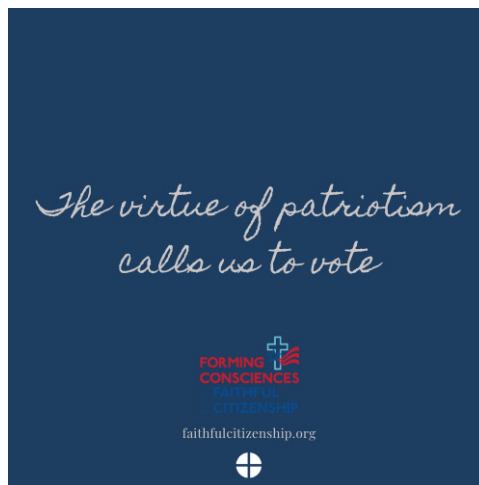
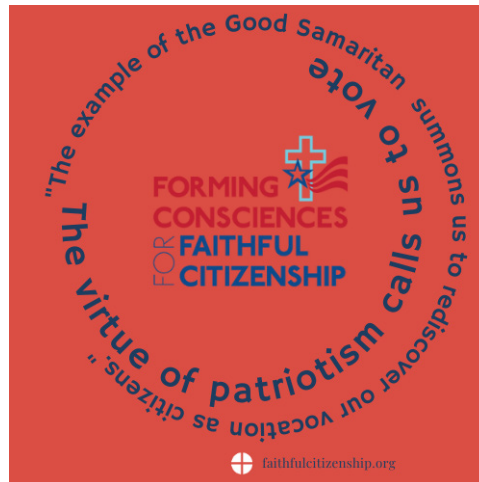
Infographic Outlining Forming Consciences for Faithful Citizenship



Social Media Graphics

Campaign Taglines

Digital campaign materials can be found online for download [here](#)





#Faithful Citizenship Friday

faithfulcitizenship.org



*How do you live out
your
Vocation as a Citizen?*

faithfulcitizenship.org



VOTE INSPIRED BY YOUR FAITH

faithfulcitizenship.org



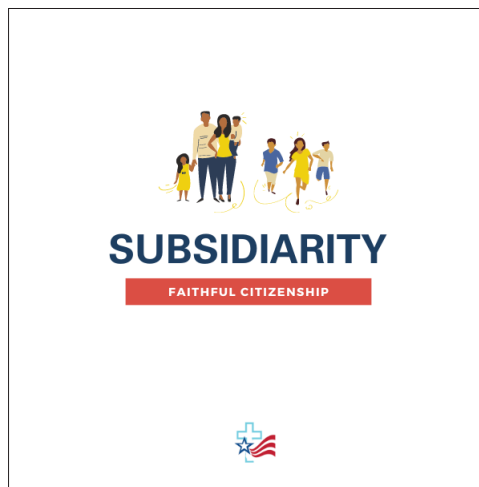
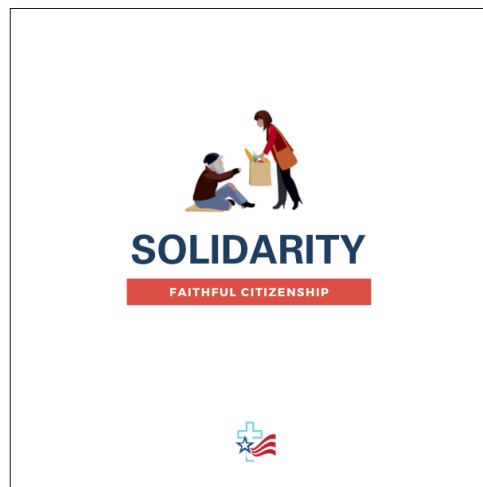
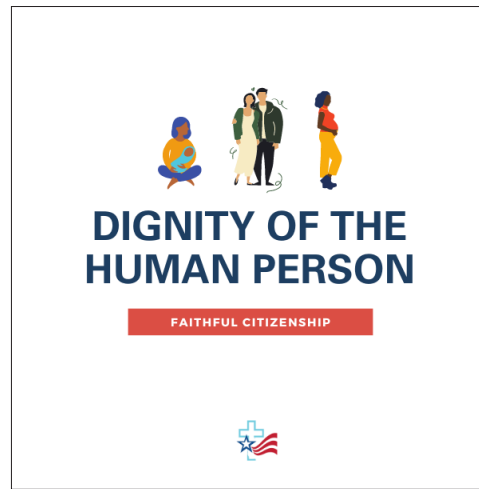
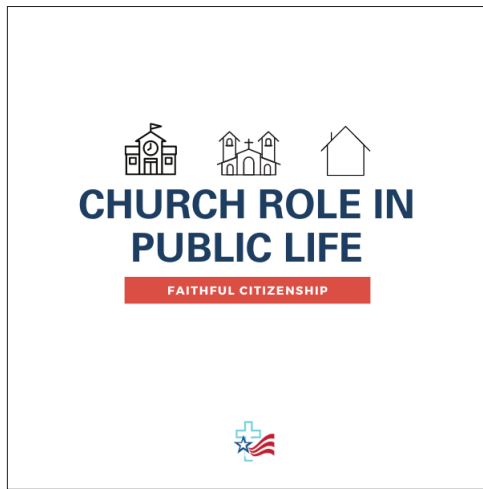
Think with the mind of Christ

faithfulcitizenship.org



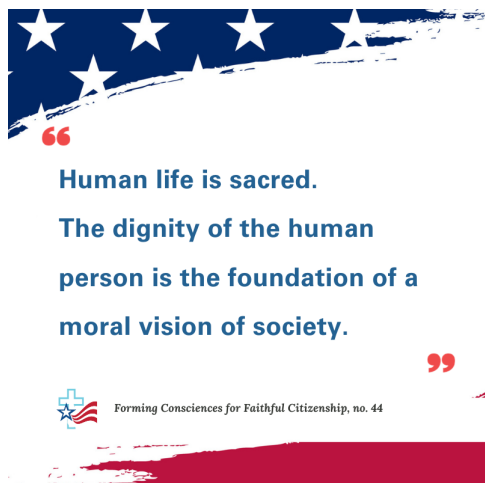
Social Media Graphics (Continued)

Virtues of Forming Consciences for Faithful Citizenship



Social Media Graphics (Continued)

Pull Quotes from Forming Consciences for Faithful Citizenship



Forming Consciences for Faithful Citizenship

Explainer/Promo Videos

These videos were created during the last election cycle but are included in this toolkit as references for great long-form video examples.

English

- Catholics Participate in Public Life

- <https://www.youtube.com/watch?v=YpiJvheFjAA&list=PL18AF7577177E12D9&index=1>

- Catholics Protect Human Life and Dignity

- <https://www.youtube.com/watch?v=zdnvUngN84U&list=PL18AF7577177E12D9&index=2>

- Catholics Promote the Common Good

- <https://www.youtube.com/watch?v=MwQyJKROZFk&list=PL18AF7577177E12D9&index=3>

- Catholics Love Their Neighbors

- <https://www.youtube.com/watch?v=xOk50RPoi1Q&list=PL18AF7577177E12D9&index=4>

- Faithful Citizens Work with Christ as He Builds His Kingdom

- https://www.youtube.com/watch?v=1y_AaQbJSiE&list=PL18AF7577177E12D9&index=5

Spanish

- Los católicos participan en la vida pública

- <https://www.youtube.com/watch?v=m041fyp9tfg&list=PL18AF7577177E12D9&index=6>

- Los católicos protegen la vida y la dignidad humana

- <https://www.youtube.com/watch?v=HcIBjNoN3jM&list=PL18AF7577177E12D9&index=7>

- Los católicos promueven el bien común

- <https://www.youtube.com/watch?v=dZ1Vbo63luc&list=PL18AF7577177E12D9&index=8>

- Los católicos aman a su prójimo

- <https://www.youtube.com/watch?v=DKWeItIm3R0&list=PL18AF7577177E12D9&index=9>

- Los ciudadanos fieles trabajan con Cristo en la edificación de su reino

- <https://www.youtube.com/watch?v=6zjzXZyJZ9c&list=PL18AF7577177E12D9&index=10>

Tagalog

- Mga Katoliko Lumalahok sa Buhay Publika

- <https://www.youtube.com/watch?v=yP3xCruphVc&list=PL18AF7577177E12D9&index=11>

- Mga Katoliko Itinatanggol ang Buhay at Dignidad ng Tao

- <https://www.youtube.com/watch?v=TOYrWgY96Js&list=PL18AF7577177E12D9&index=12>

- Mga Katoliko Itinataguyod ang Kabutihan

- https://www.youtube.com/watch?v=9-eB9uzV_po&list=PL18AF7577177E12D9&index=13

- Mga Katoliko Nagmamahal sa Kanilang Kapwa

- <https://www.youtube.com/watch?v=r4lcoefbvrg&list=PL18AF7577177E12D9&index=14>

- Mga Tapat na Mamamayan sa Kanilang Pagsasagawa Kasama si Kristo sa Pagtatayo Niya ng Kanyang Kaharian

- <https://www.youtube.com/watch?v=dU9EVwxYtgk&list=PL18AF7577177E12D9&index=15>

Vietnamese

- **Những người Công Giáo tham gia vào đời sống cộng đồng**
- <https://www.youtube.com/watch?v=NooCVTOkh-g&list=PL18AF7577177E12D9&index=16>
- **Những người Công Giáo Bảo Vệ Sự Sống và Nhân Phẩm của Con Người**
- <https://www.youtube.com/watch?v=UEhkMs1Iej8&list=PL18AF7577177E12D9&index=17>
- **Những người Công Giáo Đề Cao Lợi Ích Chung**
- <https://www.youtube.com/watch?v=DII1wltSuPA&list=PL18AF7577177E12D9&index=18>
- **Những người Công Giáo Yêu Thương Láng Giếng Của Họ**
- <https://www.youtube.com/watch?v=VfVBZJ92sPY&list=PL18AF7577177E12D9&index=19>
- **Cộng Đoàn Tín Hữu Cùng Làm Việc Với Đức Kitô như việc Ngài xây dựng Vương Quốc của Ngài**
- <https://www.youtube.com/watch?v=p9j-IFhLVdE&list=PL18AF7577177E12D9&index=20>



Sample Video Script

Script Notes

Voices can be combined or expanded to include fewer or more people in the video.

The script can be read together in front of a **notable setting** in the diocese such as the cathedral, or each voice can be filmed separately at recognizable locations across the diocese.

Script length is approximately two minutes.

Opening and closing can be lengthened or shortened based on read times. The first Bishop section, Voice One, and the closing graphic can be put together as a 30-second spot.

Lower-third **banners** do not have to be used, or may be changed more or less frequently.

If speakers are not standing together, use the transitional element between sound bites.



FULL SCREEN WITH MUSIC	OPENING GRAPHIC What does it mean to be a Faithful Citizen?
FULL-SCREEN QUOTE	“Let us look to the example of the Good Samaritan. Jesus’ parable summons us to rediscover our vocation as citizens of our respective nations and of the entire world, builders of a new social bond.” -Pope Francis, <i>Fratelli Tutti</i> , no. 66

Digital campaign materials can be found online for download [here](#)

<p>BISHOP - ON CAMERA</p> <p>Lower Third: What does it mean to be a faithful citizen?</p>	<p>{BISHOP}</p> <p>As Americans, the virtue of patriotism calls us to vote. Elections should contain a sense of gratitude and hope. Increasingly, it seems they are a time of anxiety, division, and spiritual trial. Inspired by the Good Samaritan, please join in helping bind these wounds and heal these bitter divisions.</p>
<p>VOICE ONE - ON CAMERA</p> <p>Lower Third: For more information, visit FAITHFULCITIZENSHIP.ORG</p>	<p>{VOICE ONE}</p> <p>Not sure how? Visit “faithful citizenship dot org” for a reflection on our role as Catholics in public life and our vocation as citizens. Allow yourself to follow Christ’s way of inviting mercy for our brothers and sisters in need.</p>
<p>VOICE TWO - ON CAMERA</p> <p>Lower Third: What does it mean to be a faithful citizen?</p>	<p>{VOICE TWO}</p> <p>Our primary responsibility is to protect the most vulnerable, especially mothers and their babies in the womb. There are so many other challenges as well: euthanasia, gun violence and the death penalty, the weakening of marriage and gender, threats to religious freedom at home and abroad, justice for the poor, the suffering of migrants and refugees, wars and famines around the world, racism, access to healthcare, education, care for the environment, and more.</p>
<p>VOICE THREE - ON CAMERA</p> <p>Lower Third: For more information, visit FAITHFULCITIZENSHIP.ORG</p>	<p>{VOICE THREE}</p> <p>How can we be faithful citizens? Think with the mind of Christ, as St. Paul tells us. Take time away from social media and spend time with Holy Scripture. Turn off the TV and the podcast and listen in silence. Volunteer at a soup kitchen, a homeless shelter, a crisis pregnancy center. Serve the poor, the needy, the outcast. Pray often.</p>

BISHOP - ON CAMERA Lower Third: What does it mean to be a faithful citizen?	{BISHOP} As St. Paul reminds us, “get rid of all bitterness, all passion, and anger.” Then, we will be ready to live and vote as faithful citizens. May God bless you with wisdom, peace, and mercy.
FULL SCREEN WITH MUSIC For more information, visit FAITHFULCITIZENSHIP.ORG	{CLOSING GRAPHIC} For more information, visit FAITHFULCITIZENSHIP.ORG

Instructions to Guide Content Development

(How to Create a Video/Reel for Social Media)

The Conference recognizes that not all dioceses retain a video or photography team on staff. Here is a how-to guide to create a social media video on your own using only your phone or with video editing software.

1. If desired, choose **video editing software**: Select a video editing software that suits your needs and skill level. Popular paid options include Adobe Premiere Pro, Final Cut Pro, and Canva. There are also a number of free editing tools, the most popular being DaVinci Resolve and iMovie (for Mac Users). Video editing can also be completed directly in a social media app.
2. Prepare your opening and closing **animations**. The USCCB has provided these graphics and animations for your use.
3. **Film your video** footage: Using a tripod, or by asking another individual to hold your phone or camera steady, record yourself saying the script you have chosen; talking points for original videos can be found in the pages above. Remember to consider the platform’s specific video length restrictions and format guidelines to ensure your video meets the requirements and engages your audience effectively. This includes preferred length as well as aspect ratio (portrait vs landscape).
4. **Create a new project**: Start and save a new project in your video editing software and set the project settings according to the social media platform’s recommended video specifications. For example, for Instagram reels, the recommended dimensions are usually 1080 x 1920 pixels (portrait).
5. **Import your video footage**: Import the video footage you want to use for your social media video into your chosen video editing software. This footage could be raw video clips or images you want to include.

6. Add your **opening animation**: Import the pre-produced opening animation into your project. Drag and drop it onto the timeline at the beginning of your video. Adjust the duration if needed.
7. **Arrange and edit** your main video content: Import and arrange your main video content on the timeline after the opening animation. Trim, cut, or edit your video clips as desired to create a cohesive narrative.
8. **Add transitions, effects, and text**: If desired, enhance your video by adding transitions between clips, applying visual effects, and adding text overlays to convey messages or highlight key points. Use the features provided by your video editing software to achieve this.
9. Incorporate your **closing animation**: Import the pre-produced closing animation into your project. Drag and drop it onto the timeline at the end of your video. Adjust the duration if needed.
10. Fine-tune and preview: **Review your video**, make any necessary adjustments, and ensure the timing of the opening and closing animations aligns well with your video content.
11. **Export and save** your video: Once you're satisfied with the video, export it using the appropriate settings for the social media platform you intend to upload it to. Migrate the video to your device. Doing this on a Mac is as easy as sending yourself an iMessage with the video. On PC we recommend emailing the video to yourself if it is small enough and downloading it locally on your phone or using a free service such as Google Drive to do the same.
12. **Upload to social media**: Open the social media platform (e.g., Instagram) and navigate to the section where you can upload videos. Choose the video you exported and follow the platform's instructions for uploading and sharing your video.



Examples of Opening and Closing Video Graphics

<https://www.usccb.org/forming-consciences-faithful-citizenship-promotional-campaign-assets>

Samples/Links to Animation/Graphics for Use with Video Creation

<https://www.usccb.org/forming-consciences-faithful-citizenship-promotional-campaign-assets>

PART 4

Campaign Messaging Tips & Talking Points



Tips & Talking Points for Video Clips & Social Media Posts

The Conference has provided customizable scripts, video animations, and royalty-free music clips for your use. If you wish to create completely original content, here are some tips and talking points:

Remember the **objective** of this social media campaign is to encourage and invite Catholics to explore the *Faithful Citizenship* document so that they might more fully understand the Church's teaching as it relates to social and political issues. Video scripts, social media posts, captions, etc. should reflect this invitation and openness.

By launching this social media campaign, the bishops of the United States mean to position themselves and the *Faithful Citizenship* document as an antidote counterpoint to the current political narrative. This campaign offers an opportunity to learn and grow in the teachings of the faith and how those teachings can translate into the work of everyday life even outside of election season.

Many people of faith may feel stuck or unsure of **how to vote** or what the Church's teachings on a given issue really are. This is where *Forming Consciences for Faithful Citizenship* can fill the void. Use your social media video or graphics to acknowledge that the fast-paced, 24-hour news cycle that surrounds our society can be overwhelming and at times counterproductive.

Talking Points

The following are examples of talking points and how to involve “Ambassadors for the Common Good,” influential or recognizable individuals in your local diocese or parish:

Diocesan bishops, auxiliary bishops, emeritus bishops, if you wish to expand or use portions of the provided script in addition to your own **talking points**, it may be helpful to

- Underscore how hard the body of bishops works to bring *Forming Consciences for Faithful Citizenship* to the faithful each time it is needed, and that engagement in public life extends beyond election season. Convey that you understand what is at stake, and how important the Church’s teachings are in such times as these.
- Remind the viewer that as Catholics and people of faith, we are called to see the face of Jesus in everyone we meet, regardless of whether we agree with them on a given issue; that **our goal** is to build a society that recognizes the dignity of every person and where every person can flourish. To do so we must **think with the mind of Christ**.
- Invite individuals who record testimonials for the social media campaign to recall an instance where their understanding of *Forming Consciences* and the teaching within it encouraged them to become more **active in their community** by working at a soup kitchen, working to ensure or increase access to affordable housing, volunteering at a crisis pregnancy center, organizing donations for others in the community who were affected by a natural disaster.



- Further, recall an instance where the teachings in FCFC compelled the speaker to become an **active advocate** and exercise their faith in public life Catholic can do this by contacting their elected officials either nationally or at the state level to give comments on a bill, participating in a grassroots campaign for fair wages, attending a town hall for local county commissioners, etc.
- Invite the viewer to do the same, to think with the mind of Christ and put those thoughts into action, by becoming more active in their **community** or by advocating for the position of the Church at the local, state, and national level.
- For viewers who are already very involved in **service and advocacy**, invite them to comment or record their own video about how they live out their “vocation as citizen.”
- A testimonial by an individual from the state Catholic conference could include a more **localized idea** of what is at stake in the upcoming elections-why the Church supports a given issue and wants to see change on another issue based on the teachings in FCFC.

“Remind the viewer that as Catholics and people of faith, we are called to see the face of Jesus in everyone we meet.”

- For more evergreen content that can be used during and after the election season, an individual could explain the principles explored in *FCFC* and how it can be lived out in the election season and beyond.
- Invite the viewer to exercise their faith in public life by thinking with the mind of Christ, approaching others with dignity, solidarity, and will to work for the common good.



- A video or testimonial by a young adult or a teenager who will be voting in the presidential election for the **first time** could elaborate on how reading the teachings of *Forming Consciences for Faithful Citizenship* allowed them to “cut through the noise” and think with the mind of Christ.
- Further, any speaker could express how working through *Forming Consciences for Faithful Citizenship* has **changed their perspective** on politics, their vocation as a citizen, and the role of the Church in public life.
- In the context of “#FaithfulCitizenshipFridays,” **promoting videos or graphics** with testimonial quotes that relate to one of each of the virtues of *Forming Consciences for Faithful Citizenship* over the course of a few weeks will help to stress what the teachings of the Church are meant to point toward in a modern society.

Video

Tips for Filming Social Media Videos

Choose a **well-lit area** where you will not be disturbed by background noise. If possible face a window instead of standing in front of one.

Maintain a **conversational and warm tone**. You are inviting the viewer to learn more about the *Forming Consciences* document. Speak as if you are conversing with one person. While social media has far reach, videos are often viewed on a mobile device by one individual at a time.



Tips & Talking Points for Video Clips & Social Media Posts (Continued)

Keep in mind **video length** requirements for specific social media platforms-15 seconds, 30 seconds, up to 7 minutes for “reels.”

Call to Action

End your video with a **call to action** such as “Learn more about *Forming Consciences for Faithful Citizenship* by visiting our website,” “Click the link below to learn more,” or “Join me next week for another #FaithfulCitizenshipFriday reflection.”

Hashtags

- Make use of **hashtags** such as #FaithfulCitizenshipFridays or #ThinkWithTheMindofChrist. Hashtags are searchable on a given social media platform and across the internet, and a user will be able to find other videos or graphics with the same hashtag posted by others.
- Using the premise of Faithful Citizenship Fridays (#FaithfulCitizenshipFridays / #FaithfulCitizenshipFriday), **posting a personal video** or graphics on Fridays and using the hashtag #FaithfulCitizenshipFriday (s) will create a way for others to find and search for similar content (hashtags are searchable across all social media platforms and the internet more broadly).
- Posting items each week on Friday or twice monthly on Friday creates consistency, which can be one of the main ways to create awareness around a campaign such as this one.

- Additionally, posting schedules and content can be personalized based on the **political landscape** or events in your local area. States that host caucuses may wish to refer to these events directly as part of their larger social media campaign around FCFC. Working in conjunction with your state Catholic conference can encourage further understanding of the Catholic perspective of issues at stake at the state level.



**“Posting Schedules
can be personalized
to the political
landscape or
events in your
local area.”**

Sample Promotional Text & Social Media Captions

Social Media Caption Examples

- This election season, let us remember our **true vocation** as citizens: working for the common good, solidarity, subsidiarity, and the dignity of every human person. Learn more about the work of faith in public life here: [LINK](#) #FaithfulCitizenship #ThinkWithTheMindOfChrist #VocationAsCitizens #FaithfulCitizenshipFriday
- Together, let’s **build a society** rooted in love, justice, and the principles that guide us toward a better future. Learn more about the teachings of the Catholic Church and how each of us is called to a vocation as citizens of our nation. ([LINK to faithfulcitizenship.org or other resource as needed](#))
- In a divided world, let’s rise above partisan lines and embrace the **call of our faith**: to see the face of Christ in all whom we encounter. Learn more about how you can “learn more about how you can think with the mind of Christ as you encounter others here: ([LINK to faithfulcitizenship.org or other resource as needed](#))
- Our actions matter. By embracing the **virtues and principles** of *Forming Consciences for Faithful Citizenship*, we can contribute to a world where justice, love, and mercy reign. Learn more about your vocation as a citizen here: ([LINK to faithfulcitizenship.org or other resource as needed](#))
- Remember, your **voice matters**. Let’s ensure that it resonates, guided by the light of our faith, as we advocate for the vulnerable and defend human dignity.

Sample Promotional Text

- As the **noise and news** of election season is upon us once again, *Forming Consciences for Faithful Citizenship* empowers us to navigate the complexities of our time with wisdom, discernment, and love. It's time to let our voices be heard and our faith be lived out in action. You're invited to learn more about the principles and virtues of teachings of the Church and how these timeless truths must be applied to timely topics and what is at stake for our (state/nation) this year. Download a copy of *Forming Consciences for Faithful Citizenship* today and let us know how you live your vocation as a citizen and how you bring your faith into the public square
- The **precepts of our faith** transcend any political party. It is up to us to recognize the face of Jesus in all whom we meet. Political disagreements can hinder our work of building up the Body of Christ. Let us begin this election season by turning back to the teachings of the Church. How can the virtues and principles of solidarity, subsidiarity, dignity of the human person, and work for the common good shape our interactions with those across the aisle, across the street, or next to us in the pew? Learn more about how the Church calls us to think with the mind of Christ and live out our vocation as citizens by downloading a copy of *Forming Consciences for Faithful Citizenship* today. And let us know how you are serving and advocating for those in your community!
- *Forming Consciences for Faithful Citizenship* empowers us to **navigate the complexities** of our time with wisdom, discernment, and love. It's time to let our voices be heard and our faith be lived out in action. Political divisions can fall away when we recognize the face of Christ in all whom we encounter. Learn more about the virtues and principles of faithful citizenship by downloading a copy today! How will you put your faith into action this election season?

