

“Communication is really
about realizing that we are
all human beings,
children of God.”

—Pope Francis, *Message for the
48th World Communications Day*



Dear Pastor/Parish Administrator,

Pope Francis's visit to the United States last September was a historic moment in the life of the Catholic Church in the United States. The Catholic bishops of the United States wanted to make sure that everyone could join in the excitement of the visit, and they called on the Catholic Communication Campaign (CCC) to make that possible. CCC funds enabled live streaming of the events; empowered Catholic News Service coverage by a team of 60+ reporters, editors, photographers, and videographers; supported an unprecedented social media effort; and facilitated coverage of the events by more than 7,000 credentialed media personnel.

CCC funding of the social media campaign enabled impressive and unparalleled results during the six days of the pope's visit:

- 2,462 published posts
- Five exclusive hashtags created with Twitter
- Tens of millions of social media post views
- 1.65 million video views (that's 20,000 per hour!)

People all over the country experienced the visit of our Holy Father in a way that was not possible before, and millions were moved to merciful action by the pope's joyous example. Such is the kind of work supported year after year by the CCC—helping to evangelize and connect people to their Catholic faith.

Soon the CCC Collection will be taken up in parishes across your (arch)diocese. Please use the parish appeal, bulletin inserts, and collection envelopes provided. But most importantly, mention the collection at Mass. The support of your parishioners ensures opportunities for evangelization and the deepening of faith in our digital age.

Remember, 50% of collected funds remain in your (arch)diocese to support local communication efforts. The reach of the CCC is truly immeasurable.

Visit www.usccb.org/ccf for additional resources. If you have questions or need additional materials, please contact me at 202-541-3346 or at ncpromo@usccb.org.

Thank you for helping bring the excitement and joy of the Gospel through your support of the Catholic Communication Campaign!

Sincerely,

A handwritten signature in black ink that reads "Bevin Kennedy".

Bevin Kennedy
Assistant Director, Promotions
Office of National Collections



PARISH APPEAL

The Collection for the Catholic Communication Campaign provides grants to Catholic organizations that share our experience of faith, worship, and witness through television, radio, social media, podcasts, and print media. Please support this important work and be generous in the collection. Your generosity is a direct act of witness in itself, as you facilitate the communication of the gospel message.

LLAMADO A LA PARROQUIA

La Colecta para la Campaña Católica de la Comunicación otorga subvenciones a organizaciones católicas que comparten nuestra experiencia de fe, veneración y testimonio a través de los sitios de la televisión, la radio, los medios sociales, los *podcasts* y la prensa escrita. Por favor, apoye esta importante labor y contribuya generosamente a la colecta. Su generosidad es, en sí, un acto directo de testimonio ya que usted facilita así la comunicación del mensaje del Evangelio.



SIMPLE STEPS

Use these simple steps to promote the CCC in your parish.

- 1 USE** the bulletin announcements and parish appeal provided. Additional promotional resources are available at www.usccb.org/ccf under the “Collection Resources” tab on the left.
- 2 INSERT** the CCC flier into all bulletins the weekend of the collection.
- 3 PREACH** about the role of communications in our lives as Catholics and the benefits of having Catholic media outlets on television, radio, and the internet.
- 4 ANNOUNCE** the Collection for the Catholic Communication Campaign during Mass, and encourage generous participation.
- 5 PRAY** as a community that all those who work in the field of communications will use their talents in union with God’s grace to spread the gospel message.

BULLETIN ANNOUNCEMENTS

ENGLISH

Week Before the Collection

Next week, our parish will take up the Collection for the Catholic Communication Campaign. This collection communicates the Gospel through Catholic social media activities and enriches our faith through television, radio, social media, podcasts, and print media. Half of all proceeds remain in our (arch)diocese and support local needs, so please be generous in this collection.

Week of the Collection

Today, we will take up the Collection for the Catholic Communication Campaign (CCC). This collection communicates the Gospel through Catholic social media activities and enriches our faith through television, radio, social media, podcasts, and print media. Please be generous in this week's collection and support this important work. Remember, half of your donation stays in our (arch)diocese to support local communication needs. The CCC is how we share our experience of faith, worship, and witness.

Week After the Collection

Thank you for your generosity in last week's Collection for the Catholic Communication Campaign. Because of your support, millions of faithful will have the opportunity to deepen their faith through daily resources on the internet, television, radio, and in print media. Remember, half of your donations are staying in our (arch)diocese to support local communication needs. To learn more about the important work supported by this collection, please visit www.usccb.org/ccc.

SPANISH

Semana antes de la colecta

La próxima semana nuestra parroquia realizará la Colecta para la Campaña Católica de la Comunicación. Esta colecta comunica el Evangelio a través de actividades en la televisión, la radio, los medios sociales, los *podcasts* y la prensa escrita. La mitad de lo recaudado

permanece en nuestra (arqui)diócesis y financia las necesidades locales así que, por favor, contribuyan generosamente a esta colecta.

Semana de la colecta

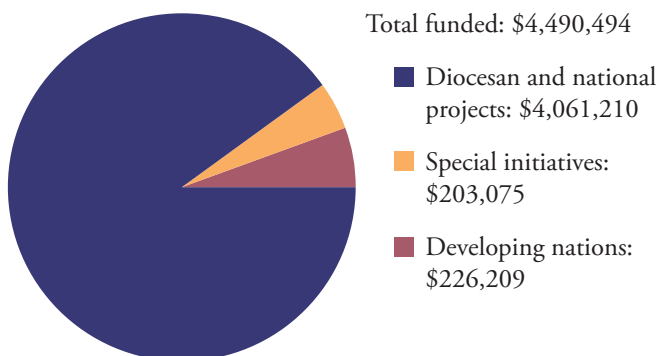
Hoy realizaremos la Colecta para la Campaña Católica de la Comunicación (CCC). Esta colecta comunica el Evangelio a través de actividades en los medios sociales católicos y enriquece nuestra fe a través de la televisión, la radio, los medios sociales, los *podcasts* y la prensa escrita. Por favor, sean generosos en la colecta de esta semana y den su apoyo a esta importante labor. Recuerden que la mitad de sus donaciones permanece en nuestra (arqui)diócesis para financiar las necesidades locales en el campo de la comunicación. A través de la CCC es como compartimos nuestra experiencia de fe, veneración y testimonio.

Semana después de la colecta

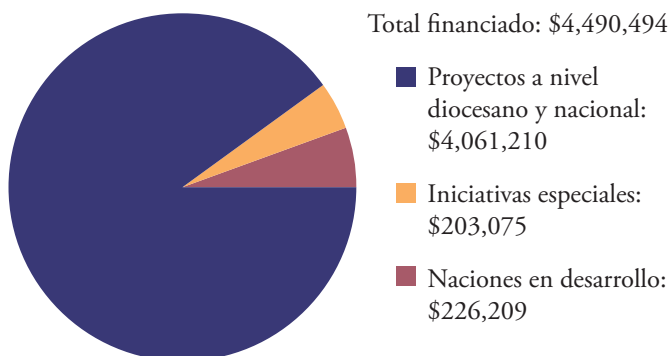
Muchas gracias por su generosidad en la Colecta de la semana pasada para la Campaña Católica de la Comunicación. Gracias a sus donativos, millones de fieles tendrán la oportunidad de profundizar su fe a través de unos recursos diarios en la internet, la televisión, la radio y la prensa escrita. Recuerden que la mitad de sus donaciones permanece en nuestra (arqui)diócesis para financiar necesidades locales en el campo de la comunicación. Para informarse más acerca de la importante labor que financia esta colecta, por favor, visiten www.usccb.org/ccc.



CCC GRANTS, 2014



CCC DONACIONES, 2014





CATHOLIC COMMUNICATION CAMPAIGN

OFFICE OF NATIONAL COLLECTIONS

3211 FOURTH STREET NE • WASHINGTON, DC 20017-1194

202-541-3400 • FAX 202-541-3460 • WWW.USCCB.ORG/NATIONALCOLLECTIONS

Copyright © 2015, United States Conference of Catholic Bishops, Washington, DC. All rights reserved.
Photo credits: © CRS Staff, Paul Haring/CNS, iStock, Ltightstock.

Catholic Communication Campaign

To learn more about this collection or to find additional resources, please visit www.usccb.org/ecc.

