

Faith Alive!

Marketing and Publicity

Section 7: Marketing and Publicity

Fundamental Purposes of the Retreat	7-2
Flyer for Regional Retreat (overnight stay retreat)	7-4
Flyer for Parish Retreat (sleep at home).....	7-5
Sample Reflection at Mass Inviting People to Faith Alive! Retreat at the Parish.....	7-6
Sample Reflection at Mass Inviting People to Faith Alive! Retreat at the Retreat House	7-7
Retreat Announcement for Regional Retreat	7-8
<i>Faith Alive!</i> Retreat Brochure	7-9

Faith Alive!

Fundamental Purposes of the Faith Alive! Retreat

- To strengthen the **connection** between people's faith and work. (Work is defined as any productive activity we do.) [**Connection could be interpreted as interaction, interrelationship, and/or interdependence.**]
- To enhance parishes as formation centers which affirm, equip, challenge, and support believers in their daily life mission to live the gospel, especially at work

I. An examination of why our commonly understood Catholic Christian vision, at the grass roots level, needs further development for integrating faith and work.

A. Dualistic thinking

1. sacred vs. secular **or** spiritual vs. material [This issue has existed throughout human history. Today's materialistic culture makes the issue particularly relevant for Catholic Christians today.]
2. separating the divine from the human
3. misunderstanding the American concept of separation of church and state

B. Tendency to view spirituality as fundamentally an interior, contemplative experience.

C. Failure to take seriously one's own ordinary life events including work as a way of encountering the divine.

D. Too much emphasis upon mission and ministry being directly related to internal church work or parish commissioned responsibilities.

E. Lack of recognizing one's work as a possible "religious" vocation, an opportunity to strengthen the connections between God, oneself, and others.

- Again, Mission has a church. The church belongs to the mission. The church equates to “the people gathered.”
- “Call” equals desires, gifts, talent, interests, skills. All God given for one’s unique piece of the mission. We are stewards of what God has given—the call and the mission. The mission is born of us. The church is the vehicle.

II A realization we, as church, are forming people as disciples in the world. The Faith Alive! Retreat builds upon the foundation belief that together we can continue to strengthen our focus upon the vocation and mission of the laity in the world.

- A. Emphasis upon forming people for volunteer or paid "inner/ecclesial church life and work" needs to be extended to formation for daily life and work.
- B. Recognition that the average lay person would benefit from learning more about recent church teachings on the role of the laity in the world, the call of lay people to be Christian influences in the social, political, military, economic, educational, medical, cultural, etc., spheres of life
- C. Need to foster approaches in Christian formation that are life and work-centered, that foster faith-inspired reflection, decision-making, and action in the midst of the marketplace (we can infuse much of this into what is already going on in parish formation of people).
- D. An opportunity to encourage believers to find meaning, value, and creativity in their work, experiencing their labor as God-centered, as a vocation, as kingdom building, as responsible and honest stewardship.
- E. A call to lay people to further develop and deepen their own unique spirituality rooted in who they are and what they do, a stewardship of God’s gifts integrating personal growth and concern for the common good, grounded in scripture and Catholic Christian tradition.
- Integrating personal and social moral growth based on scripture and Catholic Church tradition.

Presents

Faith Alive!

Experiencing God

and Living Faith

in Daily Life

Flyer for Regional Retreat. Remove this notice before duplicating.

A 24-hour retreat with arrival between 5 and 6 PM on Friday, [DATE] and conclusion the following day, [DATE] at 5 PM with a follow-up session [INSERT DATE AND TIME]

co presented by [INSERT NAME OF RETREAT MASTER] and others at [INSERT NAME OF PLACE RETREAT WILL BE HELD] [INSERT ADDRESS OF RETREAT LOCATION]

Are you someone who desires

- *to be more centered and loving in the midst of life's tugs in many directions?*
- *to be more focused upon core life principles, values, and priorities?*
- *to possess a deeper sense of meaning, purpose, and vitality in what you do daily?*
- *to have a greater awareness of God's strength and guidance in your life?*

You are invited to participate in a retreat grounded in the Judeo-Christian faith perspectives with a respect for and openness to the wisdom of other beliefs and traditions. We will take a down-to-earth, spiritual look at our life, love, and work

Core Themes:

- *experiencing life as joy and struggle, as ordinary and sacred*
- *relating with others as imperfect and growing love, human and divine*
- *doing our daily work as chore and blessing*
- *making a living and making a difference*

Included will be time for quiet, small group discussions, communal prayer, fun and fellowship. Participants will return home to sleep Friday night returning Saturday morning at 8:00 AM.

The cost will be \$[INSERT COST] per person, which includes three meals and refreshments.

Contact: [INSERT NAME, PHONE NUMBER AND OTHER CONTACT INFORMATION AS NECESSARY]

Presents

Faith Alive!

Experiencing God

and Living Faith

in Daily Life

Flyer for Parish
Retreat. Remove
this notice before
duplicating.

A 24-hour retreat with arrival between 5 and 6 PM on Friday, [DATE]
and departure the following day, [DATE] at 5 PM
with a follow-up session [INSERT DATE AND TIME]

co presented by [INSERT NAME OF RETREAT MASTER] and others at
[INSERT NAME OF PLACE RETREAT WILL BE HELD]
[INSERT ADDRESS OF RETREAT LOCATION]

Are you someone who desires

- *to be more centered and loving in the midst of life's tugs in many directions?*
- *to be more focused upon core life principles, values, and priorities?*
- *to possess a deeper sense of meaning, purpose, and vitality in what you do daily?*
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You are invited to participate in a retreat grounded in the Judeo-Christian faith perspectives with a respect for and openness to the wisdom of other beliefs and traditions. We will take a down-to-earth, spiritual look at our life, love, and work

Core themes:

- *experiencing life as joy and struggle, as ordinary and sacred*
- *relating with others as imperfect and growing love, human and divine*
- *doing our daily work as chore and blessing*
- *making a living and making a difference*

Included will be time for quiet, small group discussions, communal prayer, fun and fellowship.

The cost will be \$[INSERT COST] per person, which includes overnight accommodations, three home-cooked meals and refreshments.

Contact: [INSERT NAME, PHONE NUMBER AND OTHER CONTACT INFORMATION AS NECESSARY]

Faith Alive!

Sample Reflection at Mass Inviting People to a Parish-Based *Faith Alive!* Retreat

Good morning/evening parishioners -- my name is _____
_____. I have been a parishioner here at _____
_____ for _____ years.

For the past several weeks I have been part of a team preparing a retreat weekend called *Faith Alive!* I want to encourage your participation. Please pass along the green information cards in the pews and the pencils giving you a chance to express your interest. (*pause*)

It will be held here at [INSERT PARISH NAME] Parish on Friday evening [INSERT DATE], returning home overnight, and Saturday morning and afternoon [INSERT DATE], with a follow-up evening [INSERT DAY AND DATE]. The Saturday session will conclude with the parish vigil Mass.

The focus of the retreat is upon how we as Catholic Christians can strengthen the connection between our faith and our daily life, especially our work. The weekend will include reflections by various team members and teachings that can guide us in living our faith better within our everyday circumstances. We will also have time for personal reflection, small and large group discussions, prayer, and celebration of the Eucharist. Moderator of this retreat is Father _____.

If you are interested in this retreat or a future one, please fill out the necessary information on the card. (*speaker may wish to guide parishioners through the information on the cards*). Return the cards in the collection basket or return them to the ushers on your ways out of church. Someone will get back to you with more detailed information so you can make your decision about actually coming.

Please leave unused cards and pencils in the pews. Thank you for taking this time to listen and to consider this retreat.

Faith Alive!

Sample Reflection at Mass Inviting People to a Regional *Faith Alive!* Retreat

Good morning/evening parishioners -- my name is

_____. I have been a parishioner here at
_____ for ____ years.

For the past several weeks I have been part of a team preparing an area-wide Catholic Christian retreat weekend called *Faith Alive!* I want to encourage your participation. Please pass along the green information cards in the pews and the pencils giving you a chance to express your interest. (*pause*)

The retreat will be held at St. Joseph Christian Life Center on Friday evening and Saturday morning and afternoon [DATE: January 14 and 15, 2005], with a follow-up Thursday evening [DATE: January 27, 2005]. The focus of the retreat is upon how we as Catholic Christians can strengthen the connection between our faith and our daily life, especially our work. The weekend will include reflections by various team members and teachings that can guide us in living our faith better within our everyday circumstances. We will also have time for personal reflection, small and large group discussions, prayer, and celebration of the Eucharist. Moderator of this retreat is Father Walter Hyclak.

If you are interested in this retreat or a future one, please fill out the necessary information on the card. (*speaker may wish to guide parishioners through the information on the cards*). Return the cards in the collection basket. Someone will get back to you with more detailed information so you can make your decision about actually coming.

Please leave unused cards and pencils in the pews. Thank you for taking this time to listen and to consider this retreat.

Faith Alive!

Retreat Announcement for Regional Retreat

This is a program open to people from various parishes. Our hope is that participants in this regional retreat will be open to helping us evaluate and refine it. We will encourage retreat participants, after consultation with their pastors and pastoral staffs, to consider being part of a core group in their home parish to put on the retreat there. This would be at some future time, appropriate to individual parish's priorities and schedule.

The sponsoring organization, Living Faith at Work, will provide a workshop and team manuals to assist people in getting the first retreat off the ground in their own faith community. We envision possibly four to eight parish team meetings to prepare the retreat team. These meetings could be facilitated by parish lay leaders working with their pastoral staffs. Ongoing follow-up to the retreats will be encouraged on an individual basis, giving participants reflection materials they can use on their own, with family, friends, or co-workers, or as integrated into any existing small faith community in which they already participate.

We believe this program is a way to affirm and to deepen how parishes are already helping people to connect their faith with their daily life and work. We will have a special emphasis upon people's work life, defined as whatever productive activity they do each day.

If you have any questions, comments, or suggestions -- please call me, Father Norm Douglas at (330) 434-3278.

Registration Form

Name: _____

Home Address: _____

City _____

State: _____ zip _____

Phone: _____

E-mail: _____

Occupation/Daily Work Activity:

Living Faith at Work 
Empowering people through the Catholic tradition, to live out their faith at work.

\$____ per person

Please mail this registration form,
along with your check made
payable to **[insert parish]** to:

[Insert address]

Faith Alive!

Schedule of Retreat (Retreat occurs over three days.)

Friday evening, October 16,
2009
6:30 pm to 10:00 pm

Saturday, October 17, 2009
8:00 am to 5:30 pm
(includes Saturday Vigil Mass)

Thursday evening,
October 22, 2009
7:00 pm to 9:00 pm

To be held at:

Phone:

Living Faith at Work 
Empowering people through the Catholic tradition, to live out their faith at work.

Faith Alive!

Living Faith at Work



*A Catholic Christian
Retreat to strengthen
the connection
between our Faith
and our Daily Life and
Work.*

Living Faith at Work



Empowering people, through the Catholic Tradition, to live out their faith at work.

ARE YOU SOMEONE WHO DESIRES TO:

- ♥ Improve your awareness of God's presence in your everyday life?
- ♥ Deepen the sense of meaning, mission, and vitality in what you do each day?
- ♥ Be prayerfully centered and caring in the midst of life's many demands?
- ♥ Increase the integration of Catholic beliefs and values in your work and community involvement?

JOIN US as together we strengthen the connection between the gospel we hear on Sunday and the work/activity we do on Monday.

FOCUS OF RETREAT

Through baptism we have been initiated into the on-going relationship with Jesus Christ and his Body, the Church. We have been called and gifted to do the Father's will as Jesus did. This personal vocation of ours is central to following Jesus.

We live in the world. We are engaged in each and every work and business in our communities. Part of our fundamental Christian mission is to work, to make a positive contribution to our world. We live our lives amidst the ordinary circumstances of social and family life. As Catholics we are called by God and led by the Holy Spirit to contribute to the transformation of the world—to proclaim the gospel by who we are, wherever we are.

We come together to deepen our faith understanding and commitment as Catholic Christians. We draw upon our rich heritage and perspective on strengthening the connections between our faith, our work, and our daily lives.

COMPONENTS OF RETREAT

- † Teachings and life reflections offered by retreat team.
- † Small and large group discussions.
- † Prayer experiences, including celebration of the Mass.
- † *Food, fellowship, and fun!*

CORE THEMES OF RETREAT

- ♥ Deepening our relationship with God.
- ♥ Strengthening our commitment that together we are church.
- ♥ The spirituality of daily living—overcoming the sacred-secular gap.
- ♥ The vocation and mission to love, to work, to do justice as the church in the world.
- ♥ Invigorating the connection between liturgy and life.
- ♥ Exploring practical ways to remain Christ centered and sent in daily life.

For more information contact:

[Insert parish contact information]

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330 434-3278

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