



FAQ Sheet for Catholics Come Home (CCH) in the Diocese of Green Bay

Q: Is this an “official” program, mandated by Bishop Ricken?

A: Prior to announcing diocesan involvement with CCH, Bishop David Ricken consulted with the Bishop’s Advisory Council, the Presbyteral Council and the Diocesan Pastoral Council along with talking with countless parishioners, praying and discerning our diocesan involvement. However, Bishop Ricken has not issued any “mandate” regarding CCH.

Q: Why is the diocese airing television commercials?

A: Both the Gospel and our Catholic tradition demand that Christians reach out to others and invite them into relationship with Jesus Christ, including Christ present in the body of believers. John Paul II spoke of a “new evangelization” whereby Christians use the newest forms of media, such as television and the internet, as a means of spreading the Good News. This campaign is a direct response to our Christian call to evangelize.

Q: Who is the “target audience” for the CCH commercials?

A: The commercials themselves say “if you’ve been away from your Catholic faith, we invite you to take another look” which suggests the commercials are aimed primarily at inactive Catholics. However, these commercials have also been shown to be effective in inspiring some people to become Christians or to come into full communion with us through the RCIA process. Finally, the Holy Spirit is always inviting each of us into deeper relationship with himself and with the community, ultimately making these commercials a potential invitation to any person viewing them.

Q: Which television stations are airing the commercials and when?

A: The commercials will be aired during Lent, from February 14 through Holy Week. All Green Bay television stations will air the commercials, namely, ABC, CBS, NBC, FOX, CW, and MMN. Airtime has been purchased also on popular Time Warner cable stations, such as USA and TNT.

Q: What if I live in the diocese but don’t receive Green Bay television stations?

A: Commercial airtime is also being purchased on radio stations in the following counties: Forest, Florence, Langlade, Menominee, Oconto, and Shawano. Spanish radio stations will also be utilized.

Q: This sounds expensive! How are the commercials being paid for?

A: Diocesan funds are not being used to support Catholics Come Home. Rather, a small group of very generous donors contributed all the money needed to purchase the commercial air time.

Q: You mean that Bishop's Appeal is not being used to pay for the commercials?

A: Correct! Bishop's Appeal dollars do support diocesan staff who have been coordinating the CCH efforts for our diocese. However, no appeal dollars are being used to develop the commercials or to air the commercials.

Q: What about the Evangelization Endowment of Advancing the Mission?

A: The Evangelization Endowment is being utilized to support the parishes for CCH. Endowment monies allowed parish leadership and volunteers to participate in one or more of 18 free preparatory workshops, to underwrite banners for display on parish grounds, to disseminate over 60 pages of ideas for parishes and to even directly support parish evangelization efforts by providing "mini-grants."

Q: Who developed the TV commercials we will be airing this Lent?

A: Tom Peterson, marketing expert and founder of Catholics Come Home, developed the commercials in 2007-08. No diocesan funds were used for the development of any CCH commercials, nor of the CCH companion website, www.catholicscomehome.org

Q: What happened in other regions where the commercials have been used?

A: The Diocese of Phoenix aired the same commercials in Lent of 2008 and had over 92,000 people (equal to 12%) return to Mass. If 10% of inactive Catholics in our region join us for Mass once again, over 25,000 people could return.

Q: 25,000 people - that is a lot! What is being expected of the parishes to accommodate all these potential new people?

A: A number of our parishes already experience individual Catholics returning to the practice of the faith. Because of the CCH campaign, parishes may experience larger numbers of people returning, along with various and more diverse spiritual needs and situations. Staff and volunteer ministers need to be prepared to respond with graciousness even as resources of time and energy are taxed by the larger numbers. Parish secretaries and pastoral staff will need to follow through and to keep track of people who begin this process of return.

Q: What, then, is expected of the average parishioner during CCH?

A: Typically, parishioners aren't aware of a person's return unless they know the individual and his or her story. This time, parishioners will be very aware of people returning. They will see the commercials and read the articles themselves. We hope parishioners will be praying for the people returning and that they will be making concerted efforts to be a welcoming and hospitable community – working hard to live up to the description of our best selves which the Epic commercial presents.

Q: Is there other information available? How do I stay updated during this campaign?

A: There are several ways you can stay updated. **First**, the homepage from the diocesan website, www.gbdioc.org includes information on CCH for returnees, for parishioners and for parish staff. This will be updated regularly throughout the campaign. **Second**, you can join the CCH listserv to receive weekly updates by contacting Peggy Shallue at pshallue@gbdioc.org or by calling 920-272-8281. **Finally**, information is regularly sent to parishes via the Pastor's bulk and through special parish mailings.