

SAMPLE: Pulpit Announcement

“Hello, my name is _____. I’d like to thank Father _____ and all the staff here at _____ for giving me the opportunity to talk with you about a men’s program called That Man is You!

The program is unlike anything else that you’ve experienced. It tackles real issues facing real men. It looks at the leadership role that has been entrusted to men and addresses the temptations and struggles men face in a culture that attacks authentic manhood. Finally, it helps formulate a plan that allows men to overcome these obstacles.

The program will be hosted every [insert day, time and location]. We gather at 6:00am for breakfast (update according to your class meeting time/schedule), coffee, and some entertaining videos. Then there’s a presentation at 6:30 that combines the best scientific research with the teachings of the Church and wisdom of the saints. It’s followed at 7:00 with breakout groups that provide the opportunity to discuss what’s been presented. Finally, we’re on the road by 7:30, so we can be at work by 8:00. [Change times as appropriate].

The best way to judge a program is by its success. Men who’ve attended the program and have been Catholic their whole lives say this is the program they’ve been waiting for. They consider it a “home run”, saying it is hard to imagine how the program content could get any better. Priests say that it literally transforms men and saves marriages. It’s that powerful. From a test parish in Houston, TX, the That Man is You! program has quickly spread to hundreds of parishes throughout the United States and even internationally.

There is a registration table outside where you can register for the program today and talk with the men who will be hosting the program. I hope that you will take this opportunity for yourselves and for your families. Thank you for your time.

MEASURING SUCCESS

The success of the Promotional Campaign is evident if a “buzz” has been created in the parish so that “all the men are talking about it.” This “buzz” should translate into registrations for the program. A well-run Promotional Campaign that does not receive significant visible/vocal support from the Pastor is able to register approximately 5% of the men in the parish. A well-run Promotional Campaign that receives significant visible/vocal support from the pastor is able to register up to 10% of the men in the parish.

PITFALLS

Failure to Make Personal Invitations: The number one reason for a lack of success in the Promotional Campaign is the failure of the Core Team members and Small Group Leaders to actively and personally invite men to participate in the program. Reliance on the printed materials alone will not ensure a successful Promotional Campaign.