

Appendix A:

Pulpit Announcement

Pulpit announcements have the ability to reach people in a way that a brochure or poster never will. The excitement or conviction conveyed in someone's voice can leave a lasting impression. Parishes typically have specific policies for announcements so please check with a parish administrator. If possible, have a man who went through the program in previous years make the announcement so that they can include a personal testimony of their experience. Here is a sample announcement:

"Hello, my name is _____. I'd like to thank Father _____ and the staff here at _____ for giving me the opportunity to speak with you all briefly. Right now, our parish is running a men's program that is spreading around the world and is truly changing men and their families. This program is the That Man Is You! program and I want to personally invite all adult men to be a part of it. We had an amazing experience last year and those that completed the program have truly been impacted. I know for me personally, I have learned so much about what it means to be a better husband and father. We want to invite all the men of the parish to join us on for a new year of TMIY unlike any other. It is different than all of their other programs and is made up of impressive Catholic speakers. If you have never attended at all, or simply came to a couple of meeting, you can jump into this new content without any issue.

In joining us this fall, you will be one of over 25,000 men going through the TMIY program this year across the country. You will be joining a band of brothers that will support you on your journey. It is a powerful thing when you gather with a group of men striving to do right by God and their families.

(Optional) *I know for myself that this program has impacted me because ... (two or three sentences of a personal testimony).*

I know life is busy, but we just ask that you give the program a try. The program is getting starting again on (launch date) and is held every (day and time) in the (program location). Breakfast starts at (time) and we will make sure to have you out by (dismissal time). The content and the fellowship can be truly transformational! [Please stop by our table in the back/narthex after Mass if you are interested.] Thank you!