**EXAMPLES FOR INVITATION AND PUBLICITY**

**Sample publicity for all three parts of The Journey will be on the website,** [**www.pemdc.org/thejourney**](http://www.pemdc.org/thejourney)**.   
They will be adaptations of the suggested publicity developed for part 1 which is printed below.**

Post Cards:

**Address Side:**

Parish Address

Addressee

{near bottom} A Special Invitation for You!

**Message Side:**

Everyone is talking about encountering Jesus!

Especially Pope Francis

You can get in on the action by being a participant in The Journey,  
a six-week process that emphasizes personal experience and prayer.

Many people are getting involved . . . Check it out and sign up!

[www.pemdc.org/thejourney](http://www.pemdc.org/thejourney)

Sign-up Sunday is \_\_\_\_\_\_\_\_\_\_\_\_{date}

BULLETIN ANNOUNCEMENTS:

(1—This can be run several weeks in a row.)



THE JOURNEY . . . A WAY TO DEEPEN YOUR EXPERIENCE OF JESUS

In [put in number] weeks our parish will provide everyone an opportunity to sign up for The Journey, a six-week process of sharing, prayer, and reflection that can help everyone—active parishioner or not—grow in faith.

The Journey brings us into contact with those who knew and encountered Jesus; through videos and sharing, their experience becomes real in our day . . . in our personal lives . . . in our relationships with God and others.

We hope that many parishioners will sign up and help our parish grow in faith—so that more of our parishioners see themselves as followers of Jesus.

(2)

THE JOURNEY . . . A WAY TO DEEPEN YOUR EXPERIENCE OF JESUS

In two weeks our parish will conduct sign-up Sunday, giving parishioners an opportunity for a unique and powerful experience. We are inviting parishioners (and their friends and neighbors) to sign up and join others once a week for six weeks. During these six weeks, you will be involved in a process of sharing, learning, and prayer that will help you deepen your Catholic faith, and your sense of connection to Jesus and his people.

The sessions last about 90 minutes and provide video experiences, discussions, times of silent prayer, and shared prayer around our greatest needs. Groups will be forming throughout the week, at various times, so you can be part of The Journey.

Everyone is talking about a personal experience of Jesus . . . especially Pope Francis!

Sign up and see what it is all about.

(3)

THE JOURNEY . . . A WAY TO DEEPEN YOUR EXPERIENCE OF JESUS

SIGN-UP SUNDAY NEXT WEEK!

Next Sunday our parish will have the opportunity to sign up for a faith experience that will be unique and powerful. The Journey is a process of sharing and prayer that brings participants into a deeper personal sense of Jesus. By using short videos that connect the Gospel to today’s life, participants will be brought into the kind of experiences that shaped the people of the Gospels.

Six sessions, each 90 minutes, will help set your spiritual life in a new direction. Anyone can be part of these sessions—no matter how active you are in the parish. Everyone can benefit from these sessions.

This year we will do Part 1 of The Journey . . . our personal encounter of Jesus.

[for Parts 2 and 3 substitute:

This year we will do Part 2 of The Journey . . . encountering the community of Jesus.

This year we will do Part 3 of The Journey . . . encountering Jesus’ way of life]

At each Mass parishioners will have the opportunity to review the sign-up form, check off the day and time of the week that best matches their schedules, and be enrolled in a group that will explore Jesus in a new and powerful way.

Everyone is talking about a personal experience of Jesus . . . especially Pope Francis!

Now it’s your turn!

(4)

THE JOURNEY . . . A WAY TO DEEPEN YOUR EXPERIENCE OF JESUS

TODAY IS SIGN-UP SUNDAY!

For several weeks our parish has been talking about getting ready for The Journey . . . a process to help everyone deepen his or her experience of Jesus Christ.

This weekend we have an opportunity to sign up and participate in a group that will be convenient for your schedule. The groups will meet for six weeks—starting DATE—for an hour and a half. Groups will be available at various days of the week, and at various times. Just indicate on the sign-up form what works best for you.

[OPTIONAL: We will also be forming special group for parishioners who want to share with peers, so you can indicate your preference which we will try to accommodate: seniors, parents, young parents, empty nesters, young adults, divorced/separated, etc. Just circle the type of group that will be helpful for you.

OPTIONAL: Our Youth Minister, \_\_\_\_\_\_\_\_\_\_\_\_\_, will be forming groups for teens. Special colored sign-up forms are in the pews.]

After {the homily or Communion} a parish representative will give us an opportunity to sign up. We also have a table in the back of church that can answer your questions.

Don’t be shy. Sign up for this special experience . . . and think of people you can invite to come along with you. Get them to sign up as well. We would like everyone to feel invited and have a chance to participate, whether they come to Mass every week . . . or less than that.

You can take the form with you and bring it back to the parish office by next Sunday.

Everyone is talking about a personal experience of Jesus . . . especially Pope Francis!

This is your chance to sign up!

PULPIT ANNOUNCEMENTS:

1—THREE OR MORE WEEKS BEFORE SIGN-UP SUNDAY (IT CAN BE RUN SEVERAL WEEKS):

We are happy to announce that our parish will participate in a new program to help everyone grow in faith. The program is called The Journey, and it provides a way for each of us to deepen our sense of the experience of Jesus.

The program involves six weeks of reflection, prayer, and sharing. The best way to do this is through groups that our parish will be organizing over the next month. You’ll be hearing more about this prior to Sing-up Sunday which will be \_\_\_\_\_\_\_\_ DATE. There are other ways to participate. There is a short devotional, with meditations for every day for the six weeks; this booklet will sharpen your feelings about Jesus and faith. Also, each weekend we will be distributing a Weekly Reflection that you can take home and use for prayer, personal reflection and learning throughout the week.

Please stay posted and prepare for an exciting few months ahead as we begin The Journey.

2—TWO WEEKS BEFORE SIGN-UP SUNDAY:

We are continuing our parish’s preparation so we can participate in the program called The Journey. This program involves small group sharing, but it also has a daily devotional called “My Personal Encounter with Jesus,” and Weekly Reflection.\* We believe this will dramatically deepen the faith and prayer life of our parish. It will also be a way for us to reach out to others who are not as connected to their faith as they can be. Please show the bulletin announcement to friends and neighbors who may want to be part of the sharing.

Sign-up Sunday will be on \_\_\_\_\_\_\_\_ DATE; this will be an opportunity for us to enroll for the six sessions. We will be forming groups that are convenient for your schedule and interests. Prayer cards are in your pews. Right now, let us take a moment to pray The Journey prayer.

\* For Part 2: . . . devotional called “My Personal Encounter with the Community of Jesus . . .

For Part 3: . . . devotional called “My Personal Encounter with Jesus’ Way of Life” . . .

3—ONE WEEK BEFORE SIGN-UP SUNDAY:

Next week all of us will have the opportunity to sign up and become part of the new renewal program called The Journey. This program will help us reflect on what it means to encounter Jesus—as Mary’s Son, as one who brings mercy and healing, as one who understands our struggles, as the revealer of the Father and as Savior. While we know this about Jesus, it still often feels distant. The Journey will help us see, feel, and accept Jesus more consciously in our lives, building up our faith and helping us feel stronger as believers and witnesses to faith.

We will also be offering the meditation book, “My Personal Encounter with Jesus,”\* which anyone can use, whether they are in a small group or not. And the Weekly Reflections will be given out on Sunday to for all those who want to reflect, learn, and pray throughout the week.

As we prepare for next week, let’s also remember people we might to join us. Anyone can participate; the sessions will not feel like class, but they will feel like a wonderful spiritual renewal. Right now, please pick up the prayer card for The Journey and let’s join in prayer.

\* For Part 2: . . . devotional called “My Personal Encounter with the Community of Jesus . . .

For Part 3: . . . devotional called “My Personal Encounter with Jesus’ Way of Life” . . .

SIGN-UP SUNDAY

At this Mass we’ve had the opportunity to sign-up for The Journey. This announcement is a reminder that you can bring your sign-up sheets to the parish office any time this week. We will be forming groups right after next Sunday, so please have your form in by then. Also, feel free to take a form, and information about The Journey to any friends and neighbors.

Next week we will have the devotional, “My Personal Encounter with Jesus”\* ready for parishioners who want to use them over the next six weeks. [OPTION: These booklets are being made available for our parishioners. OR These booklets will be available for the modest cost of $2.50.}

Thank you for your prayers. Please pick up a prayer card and join in The Journey prayer with me.

\* For Part 2: . . . devotional called “My Personal Encounter with the Community of Jesus . . .

For Part 3: . . . devotional called “My Personal Encounter with Jesus’ Way of Life” . . .

SUNDAY AFTER SIGN-UP SUNDAY

Today is the last opportunity you will have to sign up for The Journey. We will be forming groups this week and contacting the Group Leaders. Please have your forms into the parish office today; you can give them to an usher or put them in the box in the back of the church. We also hope you’ve thought about people you might invite to be with you, especially if they’ve been away from the practice of their faith for a while.

Today we have the devotional “My Personal Encounter with Jesus”\* available for our parishioners.

Let’s continue to pray for The Journey by using the prayer cards in the pews.

\* For Part 2, say: “My Personal Encounter with the Community of Jesus.”

For Part 3, say: “My Personal Encounter with Jesus’ Way of Life.”

SAMPLE LETTERS:

{All Parishioners}



Dear member of {PARISH},

I am writing to you with the exciting news that our parish will begin participating in a new program called The Journey. This program, over a six week period, will give us many opportunities to renew and deepen our personal experience of Jesus. In line with the encouragement of Pope Francis, The Journey is a way to increase our sense of being personal followers of Jesus.

The basic component will be opportunities to share with others. These sessions involve the use of video, discussion, and various forms of prayer. They promise to be very powerful experience for everyone who participates. You will be hearing about this at our parish in a variety of ways. You can also find out about the program by going to [www.pemdc.org/thejourney](http://www.pemdc.org/thejourney) and watching the introductory video. [OPTIONAL: We will be looking to form groups with particular interests, e.g., parents, young adults, or seniors. Separate groups will be formed for teens.]

There will also be a devotional with daily reflections, five a week, for the six weeks of the program. Called “My Personal Experience of Jesus.”\* We encourage every parishioner to use this devotional. In addition, there will be a Weekly Reflection given out at the end of Mass as you leave church. If you are not in a sharing session, you should take one of these and use it for reflection throughout the week.

This is an important time for believers in today’s world—a time when our faith must be strengthened, particularly in our sense of personal involvement with Jesus. The Journey will help us do this!

Look for information about signing up and participating.

Sincerely in Christ,

\* For Part 2, say: “My Personal Encounter with the Community of Jesus.”

For Part 3, say: “My Personal Encounter with Jesus’ Way of Life.”

[This sample letter can be adapted for parents or young adults with substitution of the following for an opening sentence:]

PARENTS

I am writing to the parents of our parish with the exciting new that our parish will begin participating in a new program called The Journey—which I think can particularly benefit parents today.

YOUNG ADULTS

I am writing to the young adults of our parish with the exciting news that our parish will begin participating in a new program called The Journey—which I think will particularly benefit young adults today.

PRESS RELEASE:

Contact: {NAME and PHONE}

FOR IMMEDIATE RELEAST # # # # FOR IMMEDIATE RELEAST # # # # FOR IMMEDIATE RELEAST

**SPIRITUAL RENEWAL PROGRAM BEGINS AT {PARISH}**

[PARISH] will begin six-weeks of participation in a new program for the renewal of faith and parishes. The program, called The Journey, allows Catholics and others to intensify their sense of personal encounter with Jesus Christ. [PARISH] is doing extensive outreach to make sure everyone is invited to participate.

The Journey, developed by the Paulist Evangelization Office in Washington, DC, will offer three six-week parts, permitting believers to experience Jesus, the community of Jesus, and Jesus’ way of life. The sessions allow participants, through videos, to engage with people who met Jesus two thousand years ago and relate these experiences to life today.

Parishioners and their friends can sign-up to participate in groups for reflection, prayer, and sharing on \_\_\_\_\_DATE. Interested parties can also call the parish at \_\_\_\_\_\_\_\_\_\_\_\_, or visit our parish website at [www.\_\_\_\_\_\_\_\_\_\_\_\_\_.org](http://www._____________.org). In addition, parishioners will be able to concentrate on the chosen reading through a booklet with short daily meditations, and also through the Weekly Reflection that will be distributed on Sunday after Mass.

Parishioners can find out more on the parish website or by calling {PHONE} or visiting [www.pemdc.org/thejourney](http://www.pemdc.org/thejourney).

END

# # # # #

Targeted Ads

[Parishes can think of specific groups and adapt wording to these different groups. These ads can be placed in the bulletin, parish newsletters, or even local newspapers.]



YOUNG ADULTS

EXPLORE AND DEEPEN YOUR FAITH WITH OTHERS YOUNG ADULTS

Meet people your own age and deepen your faith by participating in The Journey, a new program for spiritual renewal. Once a week for six weeks, it’s a small commitment for all you will receive. Sign up to participate at {PARISH} by calling 111-222-3333

PARENTS

GROUPS ARE FORMING JUST FOR YOU!

Be a part of The Journey, a spiritual growth program, lasting six weeks. Once a week explore, share, and pray as you never have before. Finding time for this, even in our busy schedules, will be worthwhile. Sign up to participate at [PARISH] by calling 111-222-3333



Email Blasts

[Parishes can send emails in a variety of ways. Often they have collected them through parish registration. Sometimes they use an email service to handle the transmission. Parishes will have to format their material in accord with the medium they are using. Here are suggested ways of approaching an email blast.]

STARTING SOON

A NEW RENEWAL PROGRAM FOR ALL PARISHIONERS

Have you encountered Jesus Christ? Do you feel you are his follower, his disciple?

A new program, starting \_\_\_\_DATE, called The Journey will help you answer “yes” to those questions. Here are key points to consider:

* Lasts six weeks long
* Helps us gather in groups for powerful experiences of prayer and sharing once a week
* Brings us into contact with the Scriptures
* Leads to growth in our faith
* Helps us experience Jesus and his way of life more personally
* Gives us a way to invite our friends and neighbors
* Provides a booklet for daily reflection
* Offers Weekly Reflection

We are all excited by this opportunity. Look for information on our website [GIVE WEBSITE URL}, or in the bulletin. Get ready to sign up for one of the great experiences in your faith life.

Feel free to forward this to anyone you think might be interested.

The Journey

Paulist Evangelization Ministries

[www.pemdc.org](http://www.pemdc.org)

[www.pemdc.org/thejourney](http://www.pemdc.org/thejourney)