**Using the All-Occasion Pew Card in Your Parish**

By Rev. Kenneth Boyack, CSP

The pew card provides an important opportunity for your guests and visitors to connect with your parish during Mass.

* Tell your parishioners in one or two bulletin and pulpit announcements that you will be using the pew cards. Ask parishioners who bring guests to Mass to invite them to fill out a pew card.

**Sample pulpit announcements to use at Mass**

Consider using one of these sample pulpit announcements, or prepare your own.

* A special welcome to our guests who are worshipping with us today. Some of you may wish to learn more about our parish and what we have to offer. Others visiting today may want to learn more about the Catholic faith or talk with a parish minister. Please pick up our welcome card in the pew. It looks like this (hold it up and describe it). We invite our guests to fill out the card now using the pencils provided. You can give it to an usher or drop it in the basket in the back of church after Mass. Or, you can fill out the card at home and mail it to our parish office. We would love to hear from you.
* We are delighted that so many of you have joined us as our guests at Mass today. Some of you may wish to learn more about the Catholic faith or learn more about our parish and what we have to offer. Please pick up our welcome card in the pew. It looks like this (hold it up and describe it). We invite our guests to fill out the card now using the pencils provided. You can give it to an usher or drop it in the basket in the back of church after Mass. Or, you can fill out the card at home and mail it to our parish office. We would love to hear from you.

**Tips on how to make your outreach successful at your Masses**

1. Distribute enough cards in each pew before Mass begins and replenish the cards before the next Mass. Provide pencils, if possible, so that your guests can fill out the pew card when they pick it up or immediately after the announcements during Mass.
2. Inform your ushers about the pew cards so they will expect to receive some after Mass. They also need to know where to put the pew cards given to them.
3. If you have a basket in the back of church or at the side exits for guests to place their pew cards, make sure the basket is visible and clearly marked.
4. Make certain that the parish secretary is aware that some guests will mail their pew card information to the parish. The secretary needs to know to whom to give the information once the parish receives it.

**Suggestions on ways to meet the pastoral needs of those who respond**

The template offers three check boxes that guests can use to indicate the ways in which the parish can serve them.

* Have materials available for those who want to learn more about the Catholic faith.
* Be ready to tell guests about your parish and what you have to offer. Giving guests a parish brochure is ideal. Some may want your membership packet.
* If your guests indicate that they would like a call from a parish minister, plan beforehand who will make the calls. Also decide whether or not the parish minister will make follow-up visits, either at the church or at the person’s home, if the person indicates a desire for more conversation.
* Consider offering an open house at your parish as a way of responding to those who want to learn more about your parish and what you have to offer. Or, think about some other type of event at the parish that will accomplish the same goal.

**Your feedback is appreciated**

If you have comments or suggestions about the PEM All-Occasion pew card, please send them to online@pemdc.org and put in the subject line **All-Occasion Pew Card.** We look forward to hearing from you.