

Who's on Your Board?

Since “none of us is as smart as all of us,” having a diverse and committed advisory board is important to leadership. Do you have an advisory board? What is the quality of membership on your board? What gifts and perspectives are represented? Is there a sense of vision?

Take a few minutes to assess your current board, member by member and collectively. Make extra copies of this format as needed. Consider how to strengthen your current board. (Also use this form to name and consider potential candidates for future inclusion on the board.)

Qualities of an Advisory Board Member	Names of Board Members		
Representation Note which group of stakeholders he or she represents (parent, catechist, parishioner, school, staff, ethnic group, etc.).			
Area of expertise Note any area of training, expertise, or unique perspective this person brings to the board (background in education, technology, marketing).			
Rate each one's level of the following:			
Investment in the parish and this ministry	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Informed perspective, sense of vision	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Willingness to express convictions	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Sense of serving the greater good, not his or her own agenda	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Faithful attendance at meetings and doing their prep work	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Willingness/availability to work on projects	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Discipleship Your sense of this person's intentional discipleship and ongoing formation			
Growth plan How you might help this person develop as a contributing board member			

Structure for Planning

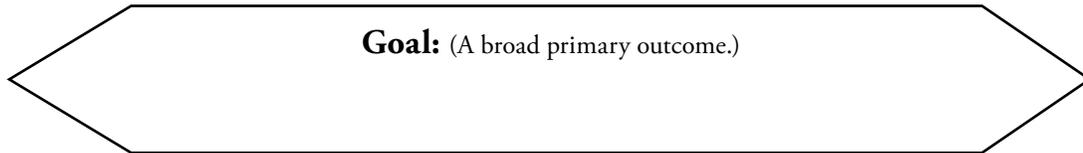
Planning will be an important part of your catechetical leadership. Use this worksheet to begin imagining the possibilities and then translating them into achievable goals and practical strategies that match mission and vision. Print as many copies necessary for your goals. This is just a template; modify it to meet your situation. Have fun with this process!

Parish Mission Statement:

(*Why* the parish exists, for whom and for what benefit. Every parish mission statement should be about proclaiming the Good News of Jesus Christ to evangelize the world. See chapter 1.)

Ministry Vision Statement:

(*What* outcomes the ministry seeks for the future. *When* and *how* this will happen. See chapter 1.)



Objective:		Objective: (Measurable step to accomplish goal.)		Objective:	
Strategy:	Strategy:	Strategy:	Strategy: (Method for achieving objective.)	Strategy:	Strategy:
Tactics:	Tactics:	Tactics:	Tactics:	Tactics:	Tactics:
(Small, specific, varied, numerous actions for implementing strategy.)					

Resources to Enrich Your Ministry

Beyond the people and systems present to help you within the parish, there is a large array of resources out there to help you grow in your ministry! Consider how you have already reached out and connected with any of the layers in your support system. (Admittedly, each leader's support system will look different.) How might you connect with these resources in new ways. Use this page as a place to write down your ideas, thoughts, and questions.

The catechetical (and evangelization) offices of the USCCB

Catechetical publishing representatives

The National Conference for Catechetical Leadership (NCCL)

Diocesan catechetical directors and staff

Deanery/cluster groups (or DRE associations)

Neighboring-parish catechetical leaders

Parish catechetical leader (you!)

Jesus as Master Catechist

Jesus' way of engaging and teaching people should always be our paradigm. Take some time to meditate on our Master. Use the Gospel passages given (or others) to enter an experience of Jesus as our model catechist. Reflect upon and note ways you emulate Jesus in your ministry and ways you differ. How does recalling the person of Jesus and his style of bringing the gospel to others affect your consideration of resources and models for evangelization and catechesis?

- **Jesus met people where they were** (in their villages and synagogues: Mt. 9:35–38—The Compassion of Jesus; in their places of work: Mt. 4:18–22—The Call of the First Disciples; in their homes: Mk 1:29–31—The Cure of Simon's Mother-in-Law).

- **He artfully blended pastoral sensitivity with authoritative boldness** (Lk. 5:17–26—The Healing of a Paralytic; Lk. 6:1–11—Debates about the Sabbath; Mk. 1:21–28—The Cure of a Demoniac; Lk. 7:11–17—Raising of the Widow's Son).

- **He used storytelling to gain and hold people's attention** (Mt. 13:1–23—The Parable of the Sower and the Purpose of Parables; Lk. 15:1–7—The Parable of the Lost Sheep; Lk. 15:11–32—The Parable of the Lost Son).

- **He often engaged in a dialogues with others and frequently posed questions to draw them out** (a thought-provoking question of Simon the Pharisee: Lk. 7:36–50—The Pardon of the Sinful Woman; a lengthy conversation with the woman at the well: Jn. 4:4–42—The Samaritan Woman).

- **He spoke in a language that his audience could understand and relate to** (agricultural lingo: Mk. 4:30–34—The Mustard Seed; helping listeners understand what he meant by *neighbor*: Lk. 10:29–37—The Parable of the Good Samaritan; appealing to their own life experience as parents: Lk. 11:9–13—The Answer to Prayer).

Every Week Is a Grace-Filled Week!

Every day is filled with grace, whether we recognize it or not. It is easier to see grace in big and positive things, but grace also shows up in the small things . . . and often in the most challenging times. Let us develop the eyes to see grace in all our little victories and in the difficulties we are able to navigate faithfully, if not always successfully.

In your high-impact out-front ministry and also in your administrative tasks completion, use this form to start to name the grace around you. It could be grace that came to you or grace you brought to others. Get in the habit of filling in the box every day, and you will get so good at finding grace in your midst that you'll need a far larger space!

Form the habit of recognizing and celebrating these divine touches with a spirit of gratitude.

*The
graces
of...*

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

An Evangelizing Marketing Strategy

It is not enough to prepare an amazing party; you have to go out and invite guests in to enjoy the party! These days, most people are not looking for us (the Church), so we have to find new ways to connect with them, right where they live. Any planning for parish events, campaigns, or programs must include a strategy for effectively reaching and attracting people—in the parish and beyond. We have the best news ever, the gospel. And we have the best marketing agent, the Holy Spirit. Only fear or lack of imagination or lack of zeal can hold us back. Use this template to get your marketing in motion. Enlist others to help imagine the possibilities.

What are we marketing? *Event • campaign • program • ministry*

What is our message? *Catchy title • responding to audience's needs/interests • positive • friendly • non-threatening • energetic • colorful • attractive*



Idea bank for *What* or *How*

- Equipping/motivating parishioners to invite others
- Written blurb or feature/interview
- Flyer/ leaflet/ post-card/ brochure
- Poster/ placard
- Signage
- Phone calls
- Event: open house, off-site venue, fair
- _____

		Who will do what now	. . . in the near future	. . . further out
Basic Target Groups	Parish Community <ul style="list-style-type: none"> • Mass announcements • bulletin • digital kiosks inside & out • Flock-note (or similar) • email blasts • neighboring parishes 			
	Virtual Community <ul style="list-style-type: none"> • Website • Facebook page or ad • Twitter • Pinterest • YouTube • podcast • blog • Instagram 			
	Civic Community <ul style="list-style-type: none"> • media: newspaper, radio, TV • institutions: public schools, libraries, sporting venues • local businesses • mailings 			

Adult Gatherings That Engage

Whether or not you are charged with Adult Faith Formation, adult gatherings are a big part of any catechetical leader's ministry. Our faith is not a subject to be learned but a relationship to be built, and the style of our gatherings should reflect this. Use this template to thoughtfully prepare for your next catechetical gathering of adults.

What: (What is the purpose of this gathering/ event?)

Who: (Who is the audience? What are their needs, interests, fears, barriers, realities? Are they ready for catechesis, or do they first need to be evangelized or reevangelized?)

Objectives: (Based on the above, what are my objectives in this gathering? Consider: mind [what I want them to know or understand], heart [what I want them to feel, desire, or experience], and will [what I want to invite/challenge them to decide to do as a result].)

Environment: (Where is our gathering being held? What space will be most conducive? What adaptations can be made to create a joyful, welcoming, and comfortable atmosphere [seating, lighting, set-up, décor, refreshments, etc.]?)

Content: (What are the key concepts to be communicated [the "mind" part of the objectives]?)

Process: (With an eye to the "heart" and "will" parts of the objectives, what sequence of means will best convey the content, helping the audience engage with and experience it?)

Consider: Proclamation/teaching • humor • video clip • others sharing testimonials • discussion • reflective silence • panel • interaction with materials • visual/audio components

Prayer Experience: (What forms of prayer will give God the opportunity to enlighten their minds, touch their hearts, and move their wills—to meet his objectives with each person? Prayer should feel integral and organic, so decide where it best fits. See chapter 8.)

Resources: (What related resource[s] can we send with them to further enrich their faith?)

Developing Liturgical Prayer Experiences

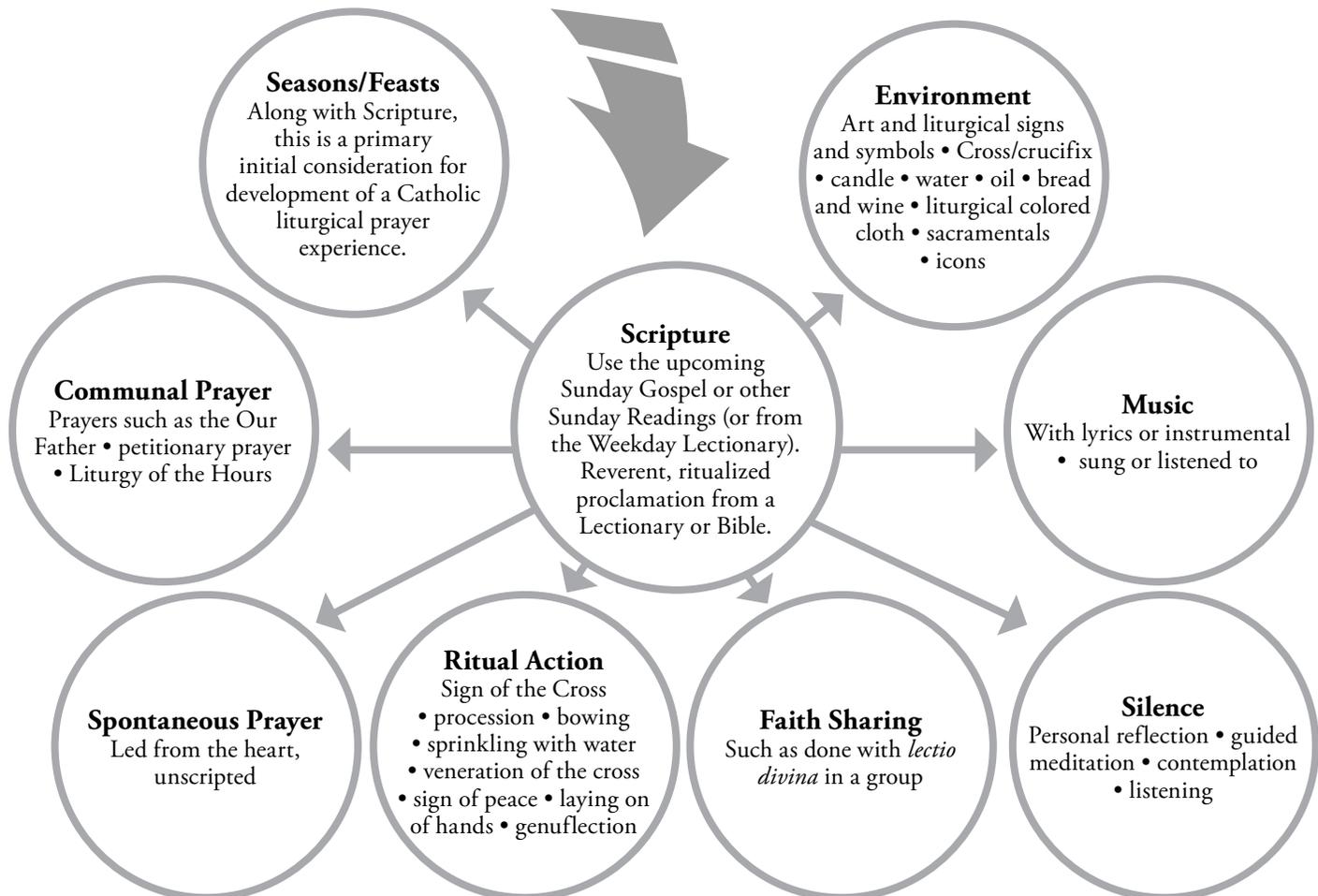
Every Catholic prayer experience (child, youth, adult) can and should have a liturgical dimension to it. After all, isn't prayer formative, and aren't we attempting to form people within Catholic tradition and for Catholic faith and living? When we pray liturgically, we deepen people's connection to the larger Church. We help them develop a Catholic liturgical sensibility that will enrich their experience of Sunday liturgy and help them hunger for liturgy and Eucharist. Good liturgical prayer can foster a deeper sense of being Catholic and help people stay Catholic.

Refer to this guide when developing prayer experiences. Share with other parish leaders. Form catechists to develop their own understanding and skills for creating liturgical prayer experiences.

Scripture: A note about your starting point: Whenever possible, let the Lectionary be the centerpiece in planning prayer. This will organically link the prayer to the liturgical life of the universal Church. (When an event has a specialized focus, use the Scripture passage that best serves the purpose.) Try to have all parish meetings get on this same page, literally, with regard to prayer.

Considerations beyond the Liturgical:

- The audience and gathering objectives
- Time: flow of the event, amount of time possible, time of day
- The space in which we'll pray—opportunities and constraints
- News and happenings (local to global)
- Special parish dynamics



Evangelizing Young Families

Baptismal Ministry Evaluation: There is no ministry with more potential for evangelization and parish renewal than baptismal ministry. What does it look like and feel like in your parish? Find ways to see it from the perspective of participants. This ministry must be moved from hoop jumping to evangelizing. If you don't have direct oversight, encourage your pastor to begin the strategic work required. If the score below is above 30, revamping may suffice. If it is below 30, blow it up and start fresh. Bold action is required for this key ministry!

Ministries with Early Family Focus: See the baptismal ministry window lasting for five years. What can the early family-ministry matrix look like to attract, form, and retain young families?

Baptism Prep Evaluation

Element of the Program/Process	Rate: 1-5 (5 is <i>Excellent</i>)	Notes to Improve
Publicity Attractive language and look, online and brochures, easily accessible, clear		
Initial interface and enrollment Welcoming, personable, congratulatory, joyful		
Ministry team members Variety of parishioners with a diversity of gifts (welcoming, witnessing, teaching, facilitating, organization, baking, etc.) who present a joyful face of Jesus and the parish, including at least some young parents		
Hospitality at sessions Signage for those unfamiliar with campus, welcoming and comfortable space, refreshments, child friendly (if babies are present)		
Quantity of sessions "One and done" or multiple opportunities to build relationships with them and evangelize? Length of session(s) sufficient to allow for going a bit deeper?		
Quality of sessions A gathered experience that speaks to hearts, shares personal faith, provides insight into Catholic faith as relevant good news. Minimizes time spent on logistics and sacrament choreography. Includes prayer and stillness, humor, activities, sharing, and relationship building. Are sessions designed to foster conversion and draw families into the fabric of the parish community?		
Multiple tracks Options in place to meet needs of parents who have been through the initial process before		
Experience of Baptism Within Mass, hopefully? Baptism team members present to assist them? Rite celebrated with robust symbols, warmth, joy, an invitational tone, and helpful commentary for unchurched guests		
Resources Attractive, relevant resources in a variety of formats (beyond simply the rite, to foster family faith practices and adult spirituality and understanding)		
Follow-up Personal follow-up via calls/visits/mailings, family-to-family mentorship, personal invitation, intentional connecting to people and ministries. See the window as open for five years (See page 2).		

Ministries with Early Family Focus

Work with others to discern the 1–3 ministries your parish should most develop. Refer to the printable resource for chapter 2 and start the strategizing process.

- Moms Ministry and/or Moms and Tots Ministry
- Open gym and faith sharing for dads
- Children’s Liturgy of the Word
- Family Mass (with hospitality after)
- Marriage enrichment (with babysitting provided)
- Summer Vacation Bible School for young children
- Faith-formation activities for families with young children
- Strong link to parish preschool (if applicable)
- Consider the possibilities of parish staffing for this area
- *Other* possibilities for your parish?

Mentoring Future Leaders

An important dimension to leadership is to find ways to foster growth in people with gifts and potential for becoming leaders in their own right. If you are currently mentoring individuals in your parish for greater leadership, take some time to look over these key elements of mentoring and consider how you can best serve them. If you are not consciously mentoring someone, review this list of practices and think about people in your parish God might be calling, with your help, into greater leadership roles. Use this exercise with them in mind.

Person to Mentor: _____

Ways to Mentor	Reflection . . . and specific planning notes
<p>Get to know personally Observe, listen, build friendship. What are their gifts, strengths, and weakness? Do they have a sense of calling to use their gifts?</p>	
<p>Affirm them Not just what they do but who they are. (Remember, we need ten affirmations for every one criticism we receive!)</p>	
<p>Invite them to consider suitable roles Match their gifts to the needs of the community in existing ministries, or starting new ministries.</p>	
<p>Accompany them Be available for counsel and support. Set them up for success. Model leadership for them, and invite them to shadow you in your role.</p>	
<p>Reflect with them Personal and theological reflection in light of their ministry leadership experiences. Mutually evaluate performance, and assess areas of strength and needed growth.</p>	
<p>Invite to roles of greater responsibility Over time, allow for greater freedom and creativity in their roles.</p>	
<p>Coach them through failure Challenge them beyond their comfort zones, and even allow failure. Journey with them and share some of your own vulnerability and struggles.</p>	
<p>Explore means of further formation See NCCL “standards and competencies.” Encourage exploration of degree and certificate options. Consult with diocesan office for information and resources.</p>	
<p>Pray for and with them And for yourself in your role as mentor. Be open to the Holy Spirit.</p>	