

5P Approach for Parish Leaders

Pray

- PRAY EVERYDAY for our efforts.
- Participate in Men of Christ – St. Joseph Novena/fast.
- Ask for prayers from spouse, children, family, friends, parish, religious orders, etc.
- Ask for prayers during Mass petitions.
- BE NOT AFRAID. Carmelites and 17 other orders are praying for you daily.
- Remember, “You can’t give what you don’t have.”

Pastor

- Call your pastor and schedule an appointment.
- PERSONALLY INVITE him to the conference. VERY IMPORTANT!
- Build friendship.
- Explain your plan and ask for permission to implement.
- Ask him for the parish directory to call every man in the parish.
- Ask him to DO A ROBOCALL or send a letter and MAKE AN APPEAL at Mass to every man in the parish personally inviting them.
- Be prepared to overcome objections and concerns.

Promise

- MAKE A COMMITMENT. COMMIT to invite “x” number of men.
- Build a band of brothers that will fortify or form the nucleus for a Men’s Group in your parish.
- Align with other parish-focused groups as well as parents from the parish school.

Plan/Perform

- Make sure to SIGN UP or UPDATE your information on the website.
Click on “Parish Captains” (first time) or “Volunteers” at the top of the page.
- BUILD PARISH LEADER TEAM.
Recruit champions. You were not meant to go it alone. Have three or more men on your team. Utilize the registration lists to call men from your parish that have attended previous conferences. Ask them if they are willing to help. Many hands make light work.
- ★ PERSONALLY TAP men in the pews, gathering space, or parking lot after Mass.
Personally tap men at your workplace, club, outings, and events. Ask each man to bring a son, father, and/or friend. *Remember, “no” means “not yet.”*
- ★ MAKE CALLS. Personally invite men using the power of your phone. Follow up each call with a text – texting can be your most effective tool!
Build call lists including personal (50+), parish directory, and past registrations. Ask each man to bring a son, father, and/or friend.
- ★ CONDUCT ONE OR MORE CALL-A-THONS. Schedule a weekday evening or Saturday morning telephone blitz using your lists especially a Parish directory. See below for Playbook.
- ★ CONDUCT A SIGN-UP WEEKEND including:
Pulpit Announcement at Mass.
Personal Witness (2 minutes). Appeal to the spouses and mothers.
Sign-up table/clipboards in Narthex after Mass.
- DEVELOP GROUP PLANS. Invite your FATHER and SON. Invite a friend.
- PROMOTE through key groups (Bible studies, Knights of Columbus, Men’s Groups, Boy’s groups, Youth groups, Mom’s groups, Religious Education, Confirmation classes, Parish Council and committees, Parish school)
- Submit bulletin announcements and/or inserts and hang a poster.

Passion

- MAKE IT PERSONAL. What motivates you?
- Use a “tap on the shoulder” as the keys to the kingdom.
- Use a high-frequency approach.
- Execute your plan with ENERGY and URGENCY *looking beyond* the struggles and obstacles.

Call-a-thon Playbook for Parish Leaders

NOW

- Establish a PLACE, DATE, AND TIME. Recommendations: 1) at the Parish, 2) tie into existing Mass schedule if possible otherwise do Morning/Evening Prayer, Rosary, or St. Joseph Novena, 3) three hour block from 8-11+ AM on Saturday or 5-8+ PM on weeknight.
- Ask priest to do ROBOCALL to all parish households. Message to include MOC endorsement, personal invitation to conference, encouragement, and contact info or website address for more information. Robocall instructions and script are available. Must be less than 60 seconds.
- Form a CALL TEAM. Invite all previous conference attendees. There is power in engaging men in the tap. You are fostering buy-in to the mission and pouring out spiritual graces.
- Invite a Leadership Team member to support your efforts and participate.

PREPARATION

- Obtain your PARISH AND SCHOOL DIRECTORIES. Make copies as needed. These are the most valuable call lists to enable us to reach as many men as possible.
- Challenge each man on the call team to bring 50 PERSONAL CONTACTS to call.
- Get PAST CONFERENCE REGISTRATIONS off the website. Go back two to three years.
- Customize CALL SCRIPTS for your parish including: Live Call script, Voice Mail script, and Handling Objections script.
- Ask a Parish Leader to do a WITNESS TALK about conversion through the simple tap. Tell a story.
- Make/use existing parish SIGN-UP SHEETS to collect contact information during calls.
- Arrange a light continental BREAKFAST OR SNACKS with coffee and water.
- Remind men to bring CHARGING CABLE and phones fully charged.

DAY OF

- Set up breakfast/snacks before prayer.
- Start on time. Begin with Mass, Morning or Evening Prayer, Rosary of St. Joseph Novena. Pray for the Holy Spirit to guide the call team and open the hearts and minds of men called.
- Do a meal prayer. Food is served.
- Witness talk. (5 minutes ONLY)
- Hand out call lists, sign-up sheets, and scripts. Optional: two leaders do a demo phone call – role-play. (5 minutes ONLY)
- Other than the breakfast set-up, all of the above should take no more than one (1) hour.
- START DIALING and don't stop. Pound it.
- Remind call team to take follow-up notes. Each man to take responsibility to follow-up.
- Make a commitment to FINISH CALLS at home or get back together to make more calls.
- End on time with a prayer of praise and thanksgiving.