**THE DISCIPLE MAKER INDEX PUBLICITY TEMPLATES**

***PRE-SURVEY:***

* [PRE-SURVEY- Website Homepage Post](#_PRE-SURVEY-__Website)
* [PRE-SURVEY- Website Post AND Bulletin Announcement](#_PRE-SURVEY-_Website_Post)
* [PRE-SURVEY- Letter to Staff and Parish](#_PRE-SURVEY-_Letter_to) Leaders
* [PRE-SURVEY- Announcement at Mass (preferably made by the Pastor)](#_PRE-SURVEY-_Announcement_at)

***SURVEY GOES LIVE!:***

* [SURVEY OPENS THIS WEEK- Website Homepage Post](#_SURVEY_OPENS_THIS)
* [SURVEY OPENS THIS WEEK- Website Post AND Bulletin Announcement](#Web)
* [SURVEY OPENS THIS WEEK- Announcement at Mass (preferably made by the Pastor)](#Mass)

***SURVEY RESULTS:***

* [SURVEY RESULTS- Website Homepage Post:](#_SURVEY_RESULTS-_Website)
* [SURVEY RESULTS- Website Post AND Bulletin Announcement](#_SURVEY_RESULTS-_)
* [SURVEY RESULTS- Homily/Bulletin Letter (based on May 24, 2014 readings)](#_SURVEY_RESULTS-_Homily/Bulletin)

***SAMPLES FROM PREVIOUS PARTICIPANTS:***

* [SAMPLE HOMILY – From Previous Parish Participant](#_SAMPLE_HOMILY)
* [SAMPLE FLOCK NOTE PROMOTION – From Previous Parish Participant](#_Sample_Flock_Note)

[***EMAIL COLLECTION CARD TEMPLATES***](#_Email_Collection_Card)

***WAYS TO PUBLICIZE:***

* Virtual Masses and announcements
* Communications to parishioners (ie. Flocknote, emails, phone calls, etc.)
* Website announcements
* Mass announcements
* Bulletin announcements
* Promoted on bulletin boards
* Father’s homilies, pastor’s column and bulletin insert which is a letter from the pastor
* All social media – Facebook, Twitter, Instagram, etc.
* Ministry meetings
* Text reminders to mobile phone list

***SURVEY ACCESS:***

* Pastor emails his parishioner database with the link (log-into the CLI portal and copy your parish’s personalized link from your DMI Dashboard) and an invitation to participate
* Parish/Diocese prints the survey in their newspaper or as a bulletin insert
* Web-link posted on social media and Website
* Web-link printed in bulletin and other written communications
* Paper copies of the survey available at parish (printable from your DMI dashboard)

**PRE-SURVEY COMMUNICATION TEMPLATES:**

# **PRE-SURVEY- Website Homepage Post**

**TITLE: [insert parish] will be participating in a parish-wide survey!**

[**INSERT PARISH]** will be participating in a parish survey about discipleship conducted by the Catholic Leadership Institute! We need your help!

# **PRE-SURVEY- Website Post AND Bulletin Announcement**

**TITLE: [insert parish] will be participating in a parish-wide survey! Please Read**

[**INSERT PARISH]** will be participating in a parish survey about discipleship conducted by the Catholic Leadership Institute! We need your help!

**Please help us by participating in a 10-15 minute survey online.**  The survey can be accessed through an online link from **[INSERT DATES OF SURVEY]** and will ask you to reflect on your own spiritual growth and enable you to provide feedback on our parish’s efforts to help you grow. All responses will be confidential and the parish will only receive information about the community as whole. We will share the link with you a bit closer to the launch of the survey.

We are trying to get the highest response rate possible. This information will be invaluable to **[INSERT PASTOR NAME]** and our various ministries as we plan for the future and strive to be the best disciples we can be. We will receive the results this spring/summer at which time we will share what we have learned with the entire parish.

If you prefer a paper copy you may pick up a paper copy of the survey after daily and Sunday Masses . They will be located **[INSERT LOCATION OF PAPER SURVEYS].** To submit the completed paper survey, please drop off **[Add Instructions for Drop-Off]**. To make special arrangements for getting a paper copy, please contact [**INSERT PARISH STAFF CONTACT]** at [**INSERT PARISH PHONE #].**

Thank you for helping with this important project!

**PRE-SURVEY- Letter to Staff and Parish Leaders**

As pastor of **[parish name]**, my primary responsibility is to help you grow as disciples of Jesus and to equip you to go and make disciples of others. I am excited to share with you that our parish is going to participate in a parish survey conducted by Catholic Leadership Institute. The ***Disciple Maker Index (DMI) Survey***allows parishioners to reflect on their own spiritual growth and discipleship and identify the ways in which the parish effectively supports that growth.

The web-based survey will be accessible online and in paper form from **[INSERT SURVEY DATES].** Instructions for picking up and submitted Paper Surveys, will be communicated to parishioners. If you have an opportunity, please stress the importance of responding to this survey to your ministry members.

At the completion of the survey, our parish will receive an aggregate report of the results. We will NOT have access to individual survey responses. This survey offers us a unique and important opportunity to learn about issues of importance to families in a confidential and professional way. We will use these results to 1) look at opportunities to support parishioner growth in discipleship and 2) create goals and action plans to achieve that growth.

Soon, you will receive a communication from us inviting them to participate in the survey. If parishioners ask you about the survey, please:

* Remind them about the dates the survey will be live **[INSERT DATES].**
* Encourage them to respond as soon they can. We want to hear from as many people as possible
* Assure them that the parish leadership will receive a summary report of the aggregate data and that no one at our parish will have access to individual survey responses.

Thank you in advance for the encouragement that you will provide to the community when we solicit feedback. Meanwhile, if you have any questions or ideas about good ways to boost the response rate, please feel free to approach me directly.

Thank you for your help with this!

**[Pastor Name]**

# **PRE-SURVEY- Announcement at Mass (*preferably made by the Pastor*)**

I am very excited to announce that we will be participating in a parish-wide survey about discipleship conducted by the Catholic Leadership Institute, a non-profit Catholic apostolate that does leadership training and development.

But I need your help.

We want as many parishioners as possible to complete **a 10-15 minute survey.**  The survey will only be **available from [INSERT DATES]** and will ask you to reflect on your own spiritual growth and enable you to provide feedback on what our parish is doing to help you grow. It will be available online and in paper format with more instructions to follow. All responses will be confidential and the parish will only receive information about the community as whole.

The survey results will be invaluable to me, the staff, and our many volunteers as we seek ways to best support everyone in their discipleship journey. Additional details are in the bulletin.

I look forward to sharing the findings with you when the project is complete!

Thank you for helping with this important project!

**When the survey is live**

# **SURVEY OPENS THIS WEEK- Website Homepage Post**

**TITLE: The Disciple Maker Index Survey is Open this Week! Please Read and Help!**

It’s official! The Disciple Maker Index Survey opens this week and we need your help – **please click here to learn more**

***Note to Parish Contact:***

***At landing page include:***

* ***A link to the online survey***
* ***Instructions for picking up a paper copy of the survey from the parish***
* ***Instructions on returning completed paper surveys***

# **SURVEY OPENS THIS WEEK- Website Post AND Bulletin Announcement**

**TITLE: The Disciple Maker Index Survey is Opens this Week! Please Read and Help!**

It’s official! The Disciple Maker Index Survey opens this week and we need your help!

**Please help us participate by completing a 10-15 minute survey as soon as possible.**

* Go to [**insert survey link**]
* There are also opportunities to complete the survey after daily and Sunday Mass and you can obtain a paper copy in the **Narthex/Parish Office** or by contacting **[INSERT PARISH STAFF CONTACT]** at **[INSERT PARISH PHONE #]**.

The survey will only be **available from [INSERT DATES]** and will ask you to reflect on your own spiritual growth and enable you to provide feedback on our parish’s efforts to help you grow. All responses will be confidential and the parish will only receive information about the community as whole.

We are trying to get the highest response rate possible. This information will be invaluable to **[INSERT PASTOR NAME**] and our various ministries as we plan for the future and strive to be the best disciples we can be. We will receive the results this spring/summer at which time we will share what we have learned with the entire parish.

Thank you for helping with this important project!

# **SURVEY OPENS THIS WEEK- Announcement at Mass (*preferably******made by the Pastor*)**

I am very excited that the Disciple Maker Index survey officially opens this week!

The survey will only be **available from [INSERT DATES]** and will ask you to reflect on your own spiritual growth and enable you to provide feedback on what efforts the parish is doing to help you grow. All responses will be confidential and the parish will only receive information about the community as whole.

* Go to [**insert survey link**] to complete the survey
* ***If you prefer a paper copy:*** You may pick up a paper copy of the survey after daily and Sunday Masses. They will be located **[INSERT LOCATION OF PAPER SURVEYS].** Printable version of the survey is also available for download at: [Insert Link to Download Paper Survey on Website or Social Media]. To submit the comspleted paper survey, please drop off **[Add Instructions for Drop-Off]**. To make special arrangements for getting a paper copy, please contact [**INSERT PARISH STAFF CONTACT]** at [**INSERT PARISH PHONE #].**

The survey will only be **available from [INSERT DATES]** and will ask you to reflect on your own spiritual growth and enable you to provide feedback on our parish’s efforts to help you grow. All responses will be confidential and the parish will only receive information about the community as whole.

Please take 10-15 minutes to complete the survey. The results will be invaluable to me, the staff, and our many volunteers as we seek ways to best support everyone in their discipleship journey. Additional details are in the bulletin.

Thank you for helping with this important project!

# **SURVEY REMINDER- Bulletin Announcement AND Website AND Announcement at Mass**

Don’t forget to share your feedback on the Disciple Maker Index! The Survey is LIVE and will be open until **[INSERT DATE]**. You can visit [**insert survey link**]. If you prefer a paper copy, you may pick it up after daily and Sunday Masses. They will be located **[INSERT LOCATION OF PAPER SURVEYS].** To submit the completed paper survey, please drop off **[Add Instructions for Drop-Off]**. To make special arrangements for getting a paper copy, please contact [**INSERT PARISH STAFF CONTACT]** at [**INSERT PARISH PHONE #].**

We really need your help in making this a success, so please participate!

**AFTER RECEIVING YOUR RESULTS**

# **SURVEY RESULTS- Website Homepage Post**

**TITLE: The Results are in!**

Several weeks ago, **[INSERT PARISH]** participated in a parish-wide survey, the Disciple Maker Index. The results are in! – **please click here to learn more**

# **SURVEY RESULTS- Website Post AND Bulletin Announcement**

**TITLE: The Results are in!**

Several weeks ago, **[INSERT PARISH]** participated in a parish-wide survey, the Disciple Maker Index. The results are in!

This year, **XXX** parishes participated, with more than **XX,XXX** individual responses to the survey in the survey database.

More than **XXX** of our parishioners completed the survey – an outstanding **XX**% response rate! Those numbers compare favorably with the other participating parishes as well.

A small sampling of parish responses is provided below. More detailed analysis of the complete survey results will be released from time-to-time as we continue to unpack the data and discern its implications.

Disciple Maker Index Snapshot

* Key Highlight 1
* Key Highlight 2
* Key Highlight 3

Thank you to all who took the time to participate in the Disciple Maker Index survey. It is an important piece of the puzzle to help us in sharing the Good News of Jesus Christ and forming Missionary Disciples.

# **SURVEY RESULTS- Homily/Bulletin Letter (*based on May 24, 2014 readings*)**

I love this line from the Second Reading from Peter – “Always be ready to give an explanation to anyone who asks you for a reason for your hope.” It assumes so many important things about our discipleship that I think are particularly important for us to remember today in each and every one of our lives. I love this passage because number one - it assumes we have hope. A prerequisite for discipleship is that ultimately, disciples are people of hope. We believe in the resurrection and we believe that we are on a journey to God the Father with God the Son walking alongside us. I also love this passage because number two - it assumes our hope is so visible, so apparent to others that they are compelled to ask what the reason for our hope is.

In our faith community of **[INSERT PARISH]**, there are many reasons for my hope, most of which are the many ways I see God working through you, the people, in your care and love for each other and outside this Church.

As you might remember, **[INSERT PARISH]** was invited to take part in the Disciple Maker Index Survey parish-wide survey. Close to **X** of our people completed the survey. The survey asked questions around parishioner’s own discipleship journey and how the parish AND the pastor was doing in supporting them along their faith journey.

Thanks to your valuable participation, a group of lay leaders and members of our staff joined me in a working session with the Catholic Leadership Institute this month. We interpreted the results of the survey and began creating an action plan based on our strengths and the areas in which we can improve.

There was so much to be hopeful about in the responses that came out. One hopeful strength of the parish was **[KEY STRENGTH].** I also find a lot of hope in the areas where we feel like we can improve. It was very helpful to review the information with some of our volunteers and staff and bring focus on those areas that will help people grow – most noticeably are **[KEY AREA OF OPPORTUNITY]**.

We are still unpacking all of the information we received from the survey and everyone who was at the session is excited and energized by how this information can impact the life of the parish. I look forward to learning more from you around all these different areas. I hope to share more about what we've learned and how we're using this information to help inform our decisions as we move forward.

With all of our strengths and opportunities as a parish, I take most comfort and have great hope in the words we have from John’s Gospel. “I will not leave you orphans; I will come to you...in a little while the world will no longer see me, but you will see me, because I live and you will live. Whoever loves me will be loved by my Father, and I will love him and reveal myself to him.”

# **SAMPLE HOMILY**

*Ezekiel 18: 25-28*

*Psalm 25*

*Philippians 2: 1-11*

*Matthew 21: 28-32*

In September 2016 I was part of a pilgrimage that visited the ancient city of Philippi. Today the ruins of that Greco-Roman city are in Greece and are a UNESCO World Heritage Site. Just how vast the ruins are tells how important the city was. If you were coming from the East, it was the first major city of Europe. When the Roman Empire took it over about thirty years before the birth of Christ, its importance only grew, particularly as a military post. Military veterans settled there and the Empire eventually exempted all citizens who lived in Philippi from paying most of the taxes. (Not a bad deal, to say the least!)

The Apostle Paul first came to Philippi around 49 A.D. with his companions Silas and Timothy as part of his second missionary journey. (The story is told in the sixteenth chapter of the *Acts of the Apostles*.) There was no synagogue in Philippi, so Paul and his traveling party found out that that the Jews and other “God-fearing Gentiles” gathered for prayer on the Sabbath at a nearby river. There, Paul encountered a lady named Lydia who was from Thyatira who was a dealer in purple cloth – a luxury item at the time. She would be the first person to receive Christian Baptism on the continent of Europe. Over time, Paul’s preaching the message of Jesus brought more and more people to be baptized. It was to this group of Christians that Paul would write the *Letter to the Philippians* while he was in prison, most likely in Rome, in the late sixties of the first century.

Paul’s special love for the Christians in Philippi comes out as you read the *Letter to the Philippians*. And within it is one of the most beautiful and memorable passages of all the New Testament. Known as the Philippians Hymn, it begins at verse 6 of chapter two and continues to verse 11. Paul’s prelude to this hymn (or poem) is to say, “Each of you must have the same attitude as that of Christ….” (Phil 2:5). Here, as he does elsewhere in the *Letter*, Paul encourages the Christians to be true Christians – not by simple having some good thoughts or feelings about Christ, nor by the use of lofty words and phrases that can make it sound like you know everything of Jesus. No, proclaiming the name of Jesus as Lord had to mean that this life was lived daily. The words of Paul ring true down to our day, too.

Being a disciple of Jesus has always been a challenge in every age of human history, in all these 2000 years. Today those challenges may seem different and are amplified by from the rise of social media, but when you get down to it, they are the same as we have faced for all these centuries – overcoming selfishness and sinful pride. The passage from Paul’s *Letter to the Philippians* today invites every Christian to become more and more like Christ in emptying one’s self of everything that is self-centered.

I believe that the parishes of the Catholic Church must always be places where people can, first, encounter Jesus Christ as Lord, but from there to grow in being a disciple of Christ. This happens by on-going formation in the faith and, most especially, in the celebration of the Sacred Liturgy, particularly the Eucharist, which is at the heart of who we are because the Most Blessed Sacrament of the Eucharist is Jesus Himself.

In 2019, Bishop Estevez asked all parishes to become part of the Diocese of St. Augustine’s Strategic Plan. Your Cathedral Pastoral Council has worked closely with me to find ways to do so. The more the Council discussed with me what we could do, the more we knew that there was a first step that would be necessary. We needed to find out where people are at in their discipleship of Jesus. Thankfully, to that end, one of the resources that have been offered to parishes is a survey called “The Disciple Maker Index.” Over the last several years, this survey has been used in parishes throughout the United States to help leadership assess this information.

As your pastor, I’m asking and encouraging everyone in our parish that is at least 15-years-old to take the survey. Beginning this Thursday, October 1, the survey will be live for you to take and will remain available until November 15. Obviously, in order to get the best assessment of our parish, we want as many as possible to complete the survey. It is best to do it on-line, but we will also give you opportunities to complete a “hard copy” of the survey in mid-October. The link to the survey will be “live” on our parish’s website (www-dot-the first parish – dot- org) beginning Thursday. Instructions on how to take the survey are in today’s bulletin as well as on the web site.

The survey will ask you to assess your spiritual growth as well as your own discipleship of Jesus. All of your answers are confidential. No one from the parish will ever see your answers nor will we be given access to your individual answers. So, be assured of the confidentiality of the process. What we hope to obtain from the Disciple Maker Index is a broad understanding of not only assessment of your spiritual growth and discipleship, but then to figure out ways to help you be a better Christian.

Teri Travis, who is on the Cathedral Parish Council and also serves as a sacristan for the parish for the parish, has agreed to serve my assistant in this effort. You can contact her at [cathedraldmi@gmail.com](mailto:cathedraldmi@gmail.com). She’ll be able to answer questions or address any problems you may have.

Going back to today’s reading from *Philippians*, Saint Paul saw the day when the entire world would be united in proclaiming “Jesus as Lord to the glory of God the Father” (Phil 2:11). We can make that happen in our time by being more in tune with what is needed to help us grow spiritually so we can be better disciples of Christ. I humbly ask all of our Cathedral Parish members to take this survey. Help your parish leadership to know better the things that will help you in your “Yes” to Jesus, in your “Yes” to serving others, in your “Yes” to being inspired by the beauty of our Catholic Faith.

May God continue to bless you and all the families of the Cathedral Parish.

*Cathedral Basilica of Saint Augustine*

*27 September 2020*

# **Sample Flock Note Promotion**

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