



Using Lighthouse within Parish Ministries

Increase People's Listening to CDs



Kiosk...a great *START*



- FIRST...

Kiosk makes CDs available to all

- THEN...

Take the CDs deeper into the parish faith life through the parish's current ministries!

Reach even **MORE** people!

Who Can Share Lighthouse?

ANYONE at the parish who can reaches people

- Priest / Deacons
- Secretary
- Director of Religious Education
- RCIA Director
- Youth Minister
- Young Adult Coordinator
- Liturgy Coordinator
- Stewardship Coordinator
- Outreach Coordinator
- Respect Life Coordinator
- Social Activities Coordinator
- Bible Study and Small Group Leader
- Web Design



Lighthouse Catalog...full of ideas!

- Refer to pages 4 – 9 ... “Solutions for Your Parish”
- Don't have a catalog?
- Download a copy at www.LighthouseIdeas.org on the homepage

LIGHTHOUSE CATHOLIC MEDIA
A NOT FOR PROFIT CORPORATION

LIGHTHOUSE CATHOLIC MEDIA
PARISH CATALOG
VOLUME 1, JANUARY 2011

INSPIRING CATHOLIC CDs
Inspired Creation
\$2.00 or \$3.99 per booklet

REFRESH YOUR HEART
Endorse the Love of Christ

Francis Cardinal George
Archbishop of Chicago
"I heartily recommend your program to all pastors as a way to rekindle the faith of Catholics."

Raymond Cardinal Burke
Emmanuel Archbishop of Saint Louis, MO
"I commended all the faithful of the Archdiocese of Saint Louis to take advantage of this efficacious means of evangelization and adult catechesis."

SEE INSIDE:

- Parish Faith Promotion**
Pages 4
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Proven Faith-Raising Products and Programs from Today's Leading Catholic Publishers and Apostolates

LIGHTHOUSE CATHOLIC MEDIA
A NOT FOR PROFIT CORPORATION

Our Sunday Visitor

JOSEPH
DYNAMIC CATHOLIC

WORD ON FIRE

Igniting the fire of the Holy Spirit in the hearts of your parish community!

Lighthouse Ideas Home

Promotions

Getting Started/Kick-Offs

Ongoing Key Ideas

Bundle Ideas

Calendar Month Ideas

Church Season Ideas

Discussion Groups

More Ideas

Parish Ministries Ideas
Catholics Come Home

Small Parish Ideas

To Listen / Share CDs

Booklets

Books

Brochures

CD of the Month Club

CDs

Displays

Forms

Fundraiser

MP3s and Online Store

Newsletters

Newsworthy

Enhance Current Ministries/Programs

Use CDs to supplement all Sacramental programs, current church ministries, etc.

- **Baptism**...Give [parents](#) *Building Better Families, How to Apply Our Faith to our Families, A Guide to Raising (almost) Perfect Kids, Keeping Your Kids Catholic, or Discipline that Lasts a Lifetime.*

Sharing our little ones' baptisms...



- **First Confession**...Give the kids' *parents* a CD on [confession](#).
- **First Communion**...Give *parents* of first communion kids a CD on the Mass or the [Eucharist](#). *The Mass Comes Alive, episodes 1 & 2* by Cat.Chat are also good for the kids.
- **Confirmation**...Give the candidates *The Truth, The Bible Made Me Do It, Becoming the Best Version of Yourself*, or another CD (see flyer below). Encourage candidates and sponsors to listen to the CD **together and discuss it**. See a great [flyer](#) with details/steps for this idea.
- **Weddings / Pre-Marriage Prep**... Give couples a CD on [relationships](#) from the parish and also encourage these CDs as wedding gifts.
- **RCIA** Supplement your entire RCIA curriculum with CDs to match the topics

Pastor and Deacons

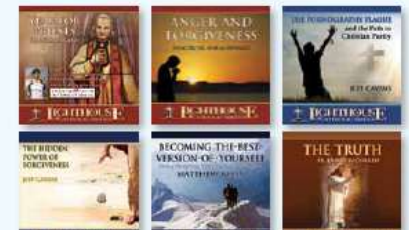
- Offer a Mass for the Lighthouse ministry
- Bless the stand
- Listen to the CDs personally
- Promote the CDs in homilies and announcements, esp. by title
- Use in the confessional and in counseling
- Give as a gift to parish staff and ministries
- Ask your account manager for an interview with Fr. David Richter in which he shares his ideas and experiences. Also read a letter from him to his brother priests found at www.LighthouseIdeas.org...
“Ongoing Key Ideas”

SPECIAL USE BY PASTORS

Pastors use Lighthouse CDs in a variety of ways to address the unique spiritual needs of their parishes. For example, offer coffee after Mass and invite parishioners to listen to a CD together and then discuss with you; increase evangelization efforts by encouraging parishioners to take CDs to give to friends, family, neighbors, and co-workers; offer Easter and Christmas visitors a free CD to welcome them in your church; give CDs as a thank-you gift to liturgical ministers, ministry heads, or parish staff and help nurture the faith of those in ministry; use CDs when counseling or hearing confessions; give Year for Priests by Michael Barber to young men who are considering the priesthood and their families.

Suggested Talks

- ▶ Year for Priests (for vocations) - Dr. Michael Barber
- ▶ Anger and Forgiveness (handed out after Confession) - Deacon Dr. Bob McDonald



Secretary

- Highlight a “CD of the Week” in the bulletin with synopses and quotes.
- See all synopses, quotes, and images at www.LighthouseIdeas.org... “CDs” tab
- All promotion in the bulletin and pulpit announcements make a difference!



Director of Religious Education

Incorporate CDs/booklets into *each* of the Sacramental programs:

- Gifts for parents at Baptisms
- Gifts for parents of First Confession kids
- Gifts for parents at First Eucharist
- Cat.Chat CDs for kids at First Eucharist
- Use with Confirmation program (conference call on Dec. 20th, 2010)
- Gifts for engaged couples

- See www.LighthouseIdeas.org
- Parish Ministries tab and more
- See ideas in the catalog

ADULT FAITH FORMATION CDs FOR RCIA • BIBLE STUDIES • DISCUSSION GROUPS

Lack of interest and lack of free time are the two major obstacles that keep Catholic adults from parish-based, adult formation programs. Fortunately, Lighthouse Catholic Media can help you overcome both of these daunting challenges. Without requiring an additional time commitment, resources from LCM engage the minds and hearts of your parishioners, creating excitement about their Catholic Faith and a hunger to learn more.

Suggested talks for those in RCIA - Rite of Christian Initiation of Adults

- Why a Protestant Pastor Became Catholic - Dr. Scott Hahn
- Seven Reasons to be Catholic - Peter Kreeft



SACRAMENTAL PREPARATION CDs FOR PARENTS • CANDIDATES • SPONSORS

The reasons many people don't evangelize are the very reasons many people don't engage in the faith formation of their children. First, many parents find that they don't know enough about the subject matter - which is often the case in terms of catechesis. Secondly, they don't feel confident in their ability to articulate what they do know. Consider, for example, a parent whose first child is at the age of reason and about to make their first Reconciliation. Many parents haven't been going to Confession themselves, perhaps not even practicing their faith, even though on some level they know it's very important to them. By providing such parents with even one CD about Confession, the parents can spend an hour or more listening, learning, and contemplating the Sacrament and what it means to their own lives.



SEASONAL PROMOTIONS CDs FOR HOLY DAYS • FEAST DAYS • SPECIAL TIMES OF THE YEAR

Make the most of the opportunities presented by Holy Days and Feast Days! Not only can you educate and inspire parishioners to learn more about these special times in the Church calendar, but you can reach those who may not attend Mass regularly by making CDs available at Christmas and Easter.

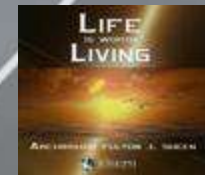
Suggested Talks for Advent and Christmas

- Prepare the Way of the King - Dr. Scott Hahn
- The True Meaning of Christmas - Archbishop Fulton Sheen
- Following the Call of Christ - Biblical Stories of Conversion - Fr. Robert Barron
- Becoming The-Best-Version-of-Yourself - Matthew Kelly



RCIA Director

- Incorporate CDs into every aspect of RCIA!
There is a CD for *every* topic.
- Share the promotion from St. Joseph Communications:
...a FREE MP3 (\$89.95 value) of Archbishop Fulton Sheen's convert course *Life is Worth Living* – 25 30 min. programs. Direct those who will be enrolled in RCIA classes or have recently entered the Catholic church to www.saintjoe.com/BishopSheen.aspx or call 1-800-526-2151. A \$4.95 shipping fee applies.



Youth Minister

● Use CDs and booklets

● Title suggestions at:
www.LighthouseIdeas.org

● Bundle Ideas tab

● Young Adults / Collegians tab

Igniting the fire of the Holy Spirit in the hearts of your parish community!

Teens / Young Adults / Collegians



Encourage downloading CDs to their iPods, iPhones, and mp3 players. iPods can also be purchased at the [Catholic Store](#).

Title suggestions:

Defending and Learning the Faith

1. *The Bible Made Me Do It* by Tim Staples
2. *Overcoming the New Age Movement* by Matthew Arnold
3. *From Mormon Missionary to the Catholic Faith* by Thomas Smith
4. *Defending Truth and Life* by Fr. Frank Paolino
5. *Why I Am Catholic When I Could Be Anything Else* by Patrick Madrid



by Matthew Kelly (click [here](#) for images)

1. *Beating the Satan Version of Yourself*
2. *A Call to Joy*
3. *Seven Levels of Intimacy*

by Fr. Larry Richards (click [here](#) for images)

1. *The Truth*
2. *Confession*
3. *The Mass Explained*

Purity

1. *Dating and Courtship* by Kimberly Hallin
2. *Pure Freedom* by Christina King
3. *Not Ready for Marriage - A Young Couple's Return to Chastity* by Olivia & Linda Padgett
4. *The Pornography Plague and the Path to Christian Purity* by Jeff Cavina
5. *Defending Satan's Deadly Weapon Against Men* by Jeff Cavina (available as CD with different bundles)



Other Titles of Interest

1. *Slaying Giants - Preparing for Greatness* by Olivia Padgett
2. *5-Time Major League All-Star on Winning the Game for Christ* by Mike Sweeney
3. *Life Changing Stories of the Eucharist* by Jesse Romero
4. *The Holy Rosary (for Saint Ignace)* by Matthew Arnold
5. *Teenage Rebel in Catholic Philadelphia* by Fr. Donald Calloway, MIC
6. *Using Guidelines by USCCB*
7. *To Hell and Back: Divine Love and the Cross* by Anna Maria Schmidt
8. *Blessed Plan Giorgio - Man of the Scabbard* by Fr. Tim Dooner
9. *Saint Philomena - a Saint for Our Times* by Dr. Mark Minavella



Add Catholic Truth Society Booklets:

1. *A Way of Life for Young Catholics*
2. *How to Discover Your Vocation*
3. *Sexuality & Love*
3. *What Catholics Believe*



Youth Minister II

● Great Catholic Gift Pack *Fundraiser*

- A gift pack of three Catholic books and three Lighthouse CDs. Retail at \$60. Youth sell for \$30 and purchase for \$18, making 40% profit. Free flyers to take orders and free shipping.

www.LighthouseIdeas.org



The screenshot shows a website page with a sidebar on the left and a main content area. The sidebar has a menu with items like 'Church Season Ideas', 'Discussion Groups', 'More Ideas', 'Parish Ministries Ideas', 'Small Parish Ideas', 'To Listen / Share CDs', 'Booklets', 'Books', 'Brochures', 'CD of the Month Club', 'CDs', 'Displays', 'Forms', 'Fundraiser', 'MP3s and Online Store', 'Newsletters', 'Newsorthy', and 'Partnerships'. The 'Fundraiser' item is highlighted in green. The main content area features a flyer for 'A GREAT CATHOLIC FUNDRAISER FOR YOUR SCHOOL!' from Lighthouse Catholic Media / Ignatius Press. The flyer includes a table of pricing and a list of benefits.

Flyer for [YOUTH GROUPS](#) Flyer for [SCHOOLS](#) (seen below) Flyer for [PARISHES](#)

A GREAT CATHOLIC FUNDRAISER FOR YOUR SCHOOL!

from *Lighthouse Catholic Media / Ignatius Press*

Tired of promoting secular magazines and candy bars? Would you like a fundraiser with a **HUGE EARNING POTENTIAL** that's also a **FAITH-RAISER**?

- Family members receive 50% discount off retail value
- School earns 40% profit per gift pack
- Best-selling faith-based books/CDs at a 70% discount to the school

Retail value	\$60
Selling price	\$30
Cost to school	\$18
Profit per gift pack	\$12

Details:
200 students selling 4 gift packs each
TOTAL FUNDS RAISED: \$12,440

Each gift pack includes three life-changing books and three powerful CDs:

BOOKS

- Be A Man!** Fr. Larry Richards shares the challenges and rewards of living as a man of God, love, and wisdom.
- AMAZING GRACE** This collection of 200 stories will bring you the support of other women, all dedicated to the same glorious role of motherhood.
- Be a Man!** This awesome book shows young people that life in Christ is an adventure that is meant to be lived with purpose.

Young Adult Coordinator

● Promote Bundles

● “*Relationship Booster Bundle*” 7/\$20

● “*Parenting Pack*” 7/\$20

● Title suggestions at: www.LighthouseIdeas.org

● Bundle Ideas tab

● Young Adults / Collegians tab



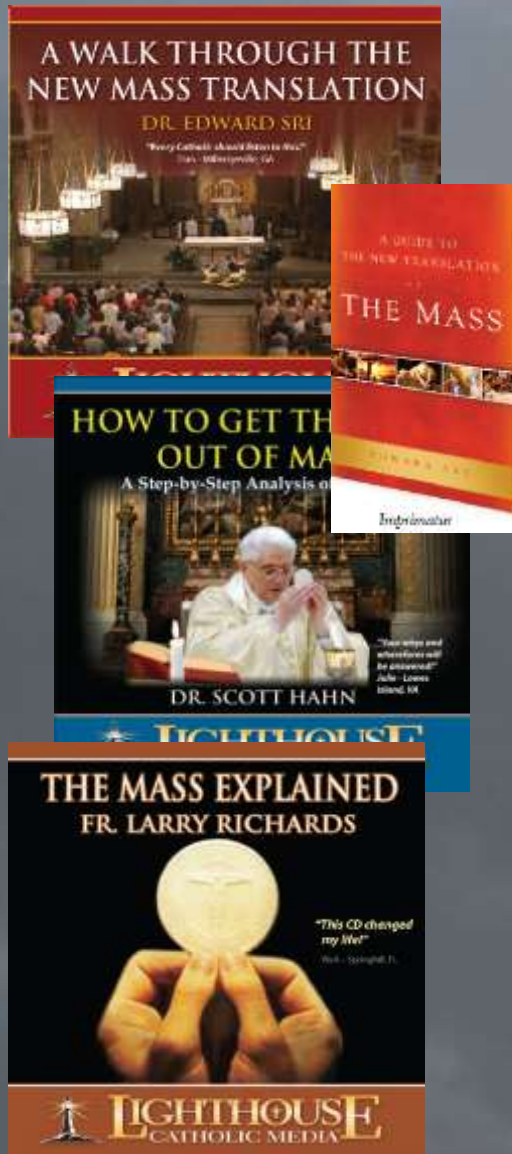
MARRIAGE AND RELATIONSHIPS

These dynamic talks will help keep Jesus Christ at the center of your marriage or relationship. Grow in love towards one another as you grow closer to the Lord!

PARENTS AND CHILDREN

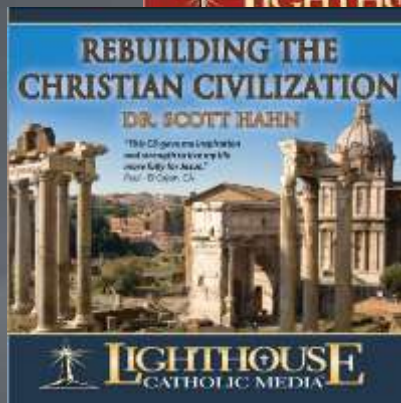
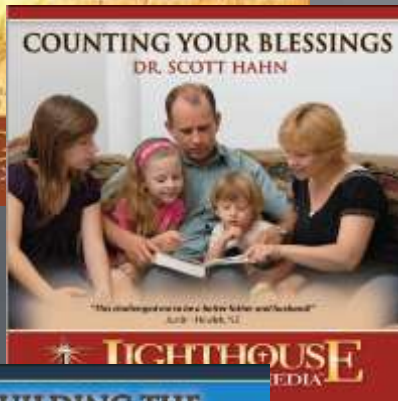
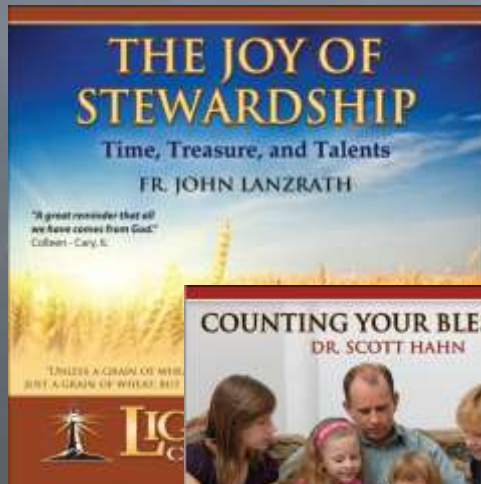
These seven exciting presentations will help you learn more about how to raise your children in the Catholic Faith. This bundle also includes two fun-filled episodes of the Cat.Chat series that your kids will love!

Liturgy Coordinator



- Share the New Promotion: Mass Translation CD and booklets www.LighthouseIdeas.org/Promotions.aspx and in the resource center
- Share additional CDs that enhance understanding the Mass
 - Title suggestions at: www.LighthouseIdeas.org
 - Bundle Ideas tab
 - Eucharist / Confession tab

Stewardship Coordinator



- Use CDs that specifically promote stewardship.
- Give a CD to each new family in their welcome packet.

Outreach Coordinator

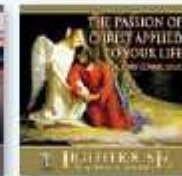
- Grieving – Sick – Homebound – Imprisoned
- Take CDs to the homebound and those in nursing homes... ALL topics!
- Give CDs to the families at hospitals.
- Share in prison ministries.
- Title suggestions at: www.LighthouseIdeas.org
 - Bundle Ideas tab
 - Outreach tab

SERVICE AND OUTREACH *CDs FOR THE GRIEVING • SICK • HOMEBOUND • IMPRISONED*

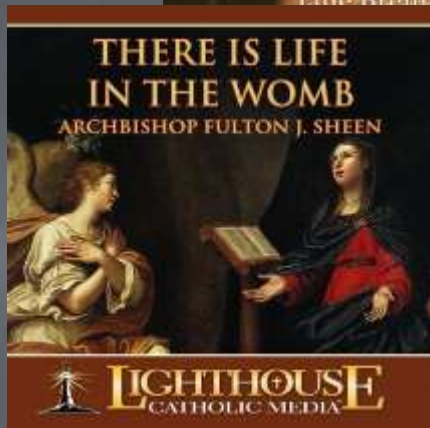
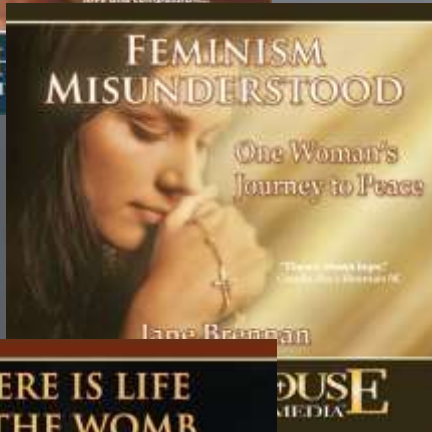
Outreach to people with special circumstances has always been close to the heart of the Church, but Lighthouse Catholic Media expands the effectiveness of your service ministries like never before possible. Consider the value of time spent visiting the sick, home bound, and imprisoned. However, such visits often last only minutes. With Lighthouse CDs, these souls can be ministered to for hours. Do you have parishioners struggling with illness or death? Bring comfort and spiritual healing through inspiring messages from Lighthouse.

Suggested Talks for the Sick or Homebound

- ▶ 15 Things To Do In the Midst of Suffering - Jeff Cavins
- ▶ The Passion of Christ Applied to Your Life - Fr. John Corapi, S.O.L.T.



Respect Life Coordinator



- Share life CDs and their synopses.
- Use in your life ministries and booths.

Title suggestions at:
www.LighthouseIdeas.org
Calendar Month Ideas tab
October tab

Social Activities Coordinator

- Use CDs at all parish functions.
 - Help them brainstorm... a CD with each BINGO prize.

- See parish festivals ideas at

- www.LighthouseIdeas.org
 - Calendar Month Ideas tab
 - September tab

B I N G O				
12	18	41	47	61
7	26	39	54	70
4	27	FREE FOR SPACE	49	63
5	23	35	58	73
3	30	32	52	75

- Have CDs in a portable display at all events.



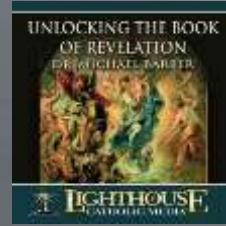
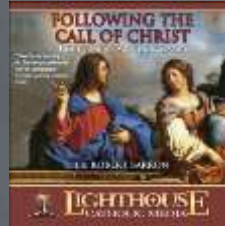
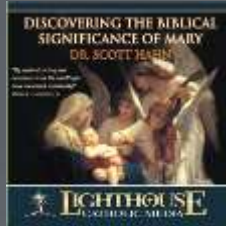
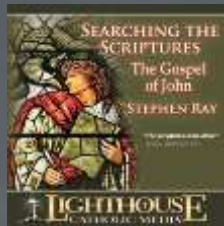
Evangelization Coordinator

- Give a CD to each family at Christmas and Easter
- Send a CD home in a bulk parish mailing with a letter from the pastor.
- Lighthouse's MISSION is to evangelize! CDs are easy to give! See ideas at www.LighthouseIdeas.org...
"To Listen / Share CDs" tab
- Ask your account manager for the "Pass the Spirit" idea from Jan. 31st '11 conf. call.



Bible Study / Small Group Leader

- Offer a variety of CDs to extend learning...
 - Share a promo code for the Online Store and your parish receives credit.
- Have groups sign up together for the CD of the Month Club
- CDs on Scripture such as.....



- Share Word on Fire small group resources
 - Your account manager can order these for you!



Web Designer

- Add a link to the online store with the parish promo code



- Add a link to the CD of the Month Club with the parish promo code



Ask your account managers for the “how to” of embedding images and links.

A Catholic School Principal?

- CDs can be shared within a school
- Side entrance stand for athletic events
- Ignatius Press Opportunities...
 - Heroes of God book orders
 - Catholic Gift Pack Fundraiser
 - Catholic Book and Film Fair



See www.LighthouseIdeas.org ...
“Partnerships” and “Fundraiser” tabs

In Summary... Parish Saturation

- A kiosk at a parish is excellent!
- And yet your parish can share so many MORE CDs by connecting CDs into your current parish ministries!
- Like seeing CDs shared? Want to see *more* shared?
- GO FOR IT!
- Ask your account manager for assistance.

