

# Phases of a Parish Inactive Catholic Outreach Project

## Three Phases

### “Iceberg Principle”

#### Preparation (45%)

Pastor and Staff  
Choose an  
Evangelization Project

Choose Team

Organize  
and Orient Team

Train Team, Parish  
Ministries, and others  
in Relational (person-  
to-person)  
Evangelization

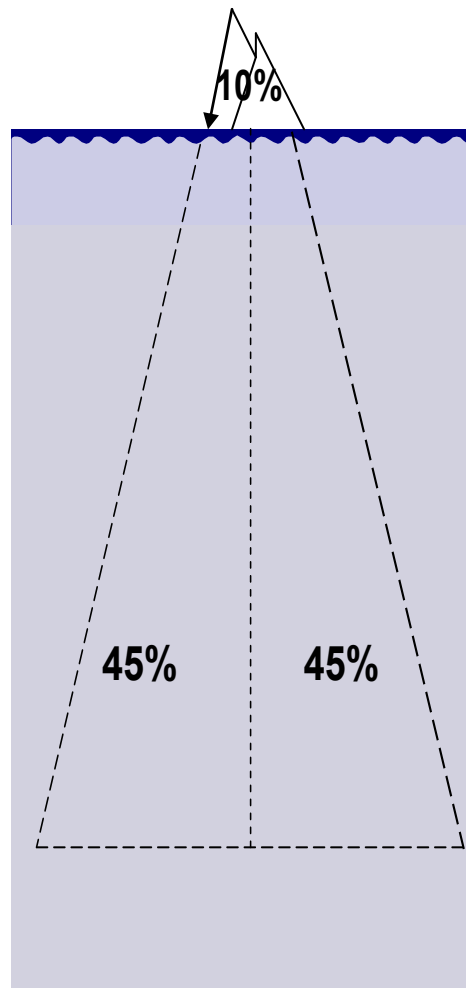
Intercessory Prayer

Train Parish—  
“Reaching Out in  
Prayer” Sunday(s)

One-to-one Invitations  
to the Evangelizing  
Event: *Carol Festival,*  
*Ash Wed. Service,*  
*Novena*

#### Proclamation (10%)

Evangelizing Event



#### Preservation (45%)

Phone, text, e-mail,  
social media, website,  
US Mail and one-to-one  
follow-up invitation to:

Parish Mission or  
Retreat Day or Novena

Sacrament of  
Reconciliation and  
Spiritual Direction  
Opportunities

Small Faith Sharing or  
Bible Study Group

OR  
Seminar/Course—  
Personal relationship  
with Jesus

Invitation to or formation  
of ongoing small faith  
sharing groups or  
ministries in the parish

# Steps for Starting a New Project

1. **Find out what are the felt needs** of inactive Catholics locally and/or of the parish to reach them. What has been tried before and how did things go?
2. **Buy and study materials** for the project or program that seems to address felt needs. Get enough introductory materials for sharing with others (pastor, staff, etc.).
3. **Meet with a key staff person** and to explain how the project might fill a need in the parish.
4. **Set a second meeting** in two or three weeks to find out what the staff person thinks of the project.
5. If there is openness to the idea, offer to **accompany staff to other meetings** where this new opportunity will be discussed.
6. **Develop a simple plan** to implement the project or program that includes forming a team of 5-6 people to **study, experience, plan and implement** it.
7. It is very important to avoid sounding as if you expect the staff to do all the work without **being willing to work yourself**.
8. **Review or evaluate** how the project went and plan to make changes and improvements to it in the future.
9. **When a project idea is rejected**, ask for help in understanding why. Ask, "What might meet the parish's needs instead?"

"Convert me, Jesus, convert me completely to yourself, for if you do not make me a saint, I will not know how to work in your vineyard, and will end up betraying your interests instead of rendering them successful." *St. Francis Xavier Cabrini*