

SHARE LOVE SHARE LENT



Campaign Guide and Liturgical Resources

This year, in addition to the traditional liturgical resources, our campaign guide offers some innovative ideas to help you bring the *Share Lent* campaign to life, despite restrictions imposed by the COVID-19 pandemic. We hope you find these resources inspiring and useful for sharing the campaign's message of love, solidarity and fraternity.

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Share
Lent 2021



Development
and Peace

CARITAS CANADA

LIVING LENT VIRTUALLY

Due to the COVID-19 pandemic, most *Share Lent* campaign activities will be online this year. Not sure how to promote the campaign virtually? Here are a few tips to help you adapt to this new reality.

Prior to Ash Wednesday

February 17

- ➔ If you haven't already done so, follow us on [Facebook](#) to make sure you don't miss out on anything during Lent!
- ➔ Print the condensed version of our solidarity calendar and put it up in your home. Make a note of online activities that interest you: there's at least one every week!
- ➔ To make sure you don't miss out on anything and to be the first to know the details of our activities, subscribe to our e-newsletter for Lent 2021. An update will be sent to you every week.

At the start of Lent

- ➔ Take stock of the public health guidelines in your area to adapt your campaign promotion strategy. For instance:
 - Will your parish broadcast or webcast its masses? If so, see our tips on page 4.
 - Does your parish have masses with reduced attendance but no broadcast/webcast? In that case, consider creating a personal fundraising page as an alternative to the traditional collection. Our new [Spreading Solidarity](#) platform is perfect for this!

From Ash Wednesday to Solidarity Sunday

- ➔ It's time to promote the campaign and its activities! Visit the [campaign website](#) to see all the resources at your disposal for spreading the Lenten message of love and encouraging almsgiving.
- ➔ With your friends and family, participate in our online activities and follow our virtual solidarity calendar. A different aspect of Development and Peace's work will be explored each week.

In anticipation of Solidarity Sunday

March 21

- ➔ If you have the possibility of speaking or having someone speak about the campaign during mass, be sure to consult with the pastoral team to discuss appropriate liturgical arrangements.
- ➔ Encourage and remind those around you to donate online, by phone or by mail on March 21. You can also promote our monthly giving program, [Share Year-Round!](#)

During Holy Week

- ➔ Don't forget to thank friends, family and parishioners who donated to the campaign. If possible, display the back of the campaign poster in your church as a message of thanks.
- ➔ Participate in our virtual Way of the Cross activity on Good Friday.



Follow and share the campaign on Facebook, Instagram and Twitter:
[@devpeace](#) [#lent2021](#) [#sharelove](#)

TIPS TO PROMOTE THE CAMPAIGN

if your parish or diocese broadcasts or webcasts masses

COVID-19 pandemic restrictions create a climate of uncertainty about making traditional *Share Lent* campaign announcements during in-person masses. Here are some innovative ideas from members and animators who, like you, have had to adapt to this new context to promote the campaign and encourage donations!

Prepare early and get the information out as soon as possible

To include a *Share Lent* message in the mass that is webcast on the Fifth Sunday of Lent, it is important to inform all involved parties ahead of time.

- Communicate with your diocesan council to ensure that your bishop's office is aware of—and encourages—the proposed *Share Lent* announcements.
- Decide with the priest who will be presiding over the mass the best moment to promote the campaign and in what form.
- Prepare parishioners for the announcement in advance by advertising it on your parish's website and social media and in its bulletin, newsletter and/or email updates.

Keep the announcement short and sweet

To keep parishioners engaged and interested in your message, especially if they are watching it on a screen, keep your announcement brief. Shorter remarks will also be easier for someone else to deliver if you cannot make the announcement yourself. Here is a condensed version of the Short Talk (see page 7) that you can use for a mass that is webcast.

Good morning/afternoon/evening! My name is _____ and I am speaking on behalf of Development and Peace – Caritas Canada. For those who don't know it, Development and Peace has been the official international solidarity organization of the Canadian Catholic Church since 1967. It supports communities in low-income countries in their struggles for justice and equality. Development and Peace also holds annual campaigns to educate Canadians about the root causes of global poverty and to mobilize them to act for change.

Today, I am inviting you to show solidarity with the most vulnerable people by donating to Development and Peace's *Share Lent* campaign. This year's campaign theme is *Share Love, Share Lent*. It is inspired by the message of social fraternity in Pope Francis's latest encyclical, *Fratelli Tutti*. Today's collection is an opportunity to take concrete action to make the Pope's hope that "every person lives with dignity" a reality.

You can give online on Development and Peace's website, devp.org. Or you can call 1 888 234-8533 to donate. If you prefer giving by cheque, please mail it to the Montreal office. Find the address on the website or contact me at your convenience. If you have any questions, feel free to reach out to me at _____. Thank you very much for your donations. They make a big difference in the world. Thank you for sharing love today.

Share resources with the people responsible for webcasting your parish's mass

To make the campaign promotion more interactive, consider sharing these resources with the team responsible for broadcasting your parish's liturgical celebrations. These can complement or replace the traditional *Share Lent* announcement. These tools will be made available on the *Resources* page of the campaign website during Lent.

- ➡ **Campaign video**
- ➡ **Pre-recorded short talk:** Record yourself (or your priest or bishop!) reciting the condensed short talk (see page 4) and explaining the ways to donate, like **Michael Leblanc from Saskatoon** did in this video last fall.
- ➡ **Slide on how to donate:** Display it at the end of mass and/or during the *Share Lent* announcement.



Use different methods of communicating

- ➡ **Web and social media promotion toolkit:** Find the kit on the *Resources* page of our campaign website. It includes images, buttons and pre-written messages for promoting *Share Lent* on your social media channels or those of your parish or diocese.
- ➡ **Parish bulletin messages:** Our *Share Lent* parish bulletin messages can be published on a weekly basis throughout Lent. Feel free to adapt them for your needs and the COVID-19 situation in your region.
- ➡ **Pre-made Facebook or YouTube live comments:** If your parish's mass is streamed live on Facebook or YouTube, remind people to donate by posting one of the following comments before the end of the webcast:
 - Please remember to donate to Development and Peace's Canada-wide #ShareLent campaign. To donate, visit devp.org/sharelent, call 1 888 234-8533 or mail a cheque to Development and Peace (find the address on their website). Thank you for your generosity. 🙏
 - This Lent, #ShareLove and donate to Development and Peace – Caritas Canada to show solidarity with our brothers and sisters in the Global South. Visit devp.org/sharelent to donate and directly support some of the poorest communities in over 30 countries in Africa, Asia, Latin America and the Middle East. Thank you for your generosity. 🌍🙏



SUGGESTIONS FOR THE PRAYERS OF THE FAITHFUL FOR EACH SUNDAY OF LENT

February 21st

First Sunday of Lent

For peacemakers around the world who promote social justice, mutual respect and peaceful coexistence, let us pray to the Lord.

February 28st

Second Sunday of Lent

For humanitarian workers around the world who bring hope and comfort to people affected by natural and man-made disasters as well as the current pandemic, let us pray to the Lord.

March 7th

Third Sunday of Lent

For protectors of the Earth around the world who care for species and preserve the biodiversity of the Earth, our common home, let us pray to the Lord.

March 14th

Fourth Sunday of Lent

For human rights defenders around the world who advocate for the protection and respect of civil, political, economic, social, and cultural rights, let us pray to the Lord.

March 21st

Fifth Sunday of Lent

We suggest that you include these intentions on the Fifth Sunday of Lent as part of Development and Peace's *Share Lent* campaign.

Introduction

Our Lord Jesus invites us to put the service of others at the centre of our faith. In communion with our sisters and brothers from all over the world, let us confidently present our prayer intentions and those of the Church to the Lord.

Lord, hear our prayer.

Intentions

For the millions of people around the world plunged into fear, insecurity or abandonment by the pandemic, such as the elderly; may they find compassion, peace and hope in better days. Let us pray to the Lord.

For charitable organizations that help impoverished and marginalized people; may they always keep the hope of a fairer world alive. Let us pray to the Lord.

For the political and economic leaders of all nations; following the example of the Good Samaritan, may their decisions be inspired by love and universal fraternity. Let us pray to the Lord.

For our Church; may she continue to promote the common good through dialogue, peace, reconciliation, and spiritual healing. Let us pray to the Lord.

For members of our community; may they act in solidarity with their sisters and brothers around the world in protecting God's Creation, our common home. Let us pray to the Lord.

For Development and Peace's partners; may they continue, through our support, to build a world of kindness, justice and peace. Let us pray to the Lord.

Concluding prayer

God our Father, receive the prayers that we raise to you, that together we can build your kingdom of love, peace, and justice. We ask this through your Son Jesus who lives and reigns with you in the unity of the Holy Spirit, God, for ever and ever. **Amen.**

March 28th

Palm Sunday

For Development and Peace's partners around the world who promote solidarity, mutual aid, reconciliation, and peace, let us pray to the Lord.

SHORT TALK

Good morning/afternoon/evening,

My name is _____ and I am speaking on behalf of Development and Peace – Caritas Canada.

The past year has been marked by the COVID-19 pandemic. It has shaken social, economic and political structures globally. In his catechesis on the pandemic, Pope Francis implores us to work together as one human family to overcome the global challenges we are facing. Already, we have witnessed many beautiful acts of kindness and love. The *Share Lent* campaign invites you to take part in this beauty by following our merciful and just Lord Jesus.

Share Lent has been a tradition in Canadian parishes since 1968. It was established to embody the two pillars of social action—charity and justice—that Pope Benedict XVI described as “not only social, but also spiritual actions, accomplished in the light of the Holy Spirit”¹.

Each year, the campaign reaches schools, parishes, and the members of our communities across Canada. It tells the stories of our sisters and brothers in the Global South. Not stories of poverty and misery, but of incredible strength, resourcefulness and courage. Stories of people working together to change the unjust social, economic and political situations that hinder their integral human development. Development and Peace and its partners can accompany and support them in their quest for justice because thousands of Canadians like you volunteer for and donate to *Share Lent* every year.

This year, our campaign theme is *Share Love, Share Lent*. It is inspired by the message of social fraternity conveyed by our Pope in his latest encyclical, *Fratelli Tutti*. Today’s collection is an opportunity to honour the Holy Father’s message as a global community and to find inspiration from the parable of the Good Samaritan which is at the centre of his encyclical. It is a way of doing our part so that, as the Pope hopes, “every person lives with dignity and has sufficient opportunities for his or her integral development”².

Please give generously!

You can give online on Development and Peace’s website, devp.org. Or you can call 1 888 234-8533 to donate. If you prefer giving by cheque, please mail it to the head office in Montreal. You can find the address on the website or get it from me later. Should you have any more questions about the campaign, feel free to contact me at _____.

Thank you very much for your donations!

They make a big difference in the world.

Thank you for sharing love today.

1 General audience of April 25, 2012.

2 *Fratelli Tutti*, 118 (2020).

Thank you for sharing love this Lent!



Emily Lukasik

**Development and Peace animator,
Central Ontario**

"When I'm involved with Development and Peace, I always feel incredibly connected. That's probably because the organization attracts people who share two of my biggest passions: social justice and faith."



Sister Jean Bellini

**Coordinator,
Pastoral Land Commission, Brazil**

"We thank you for your contributions, because in addition to concrete help, which makes a difference, the solidarity of the Canadian people with the rural people of Brazil encourages us to continue to overcome the challenges that we face."



Aloysius Wong

youth member, Toronto

"Few organizations allow me to integrate faith and service the way Development and Peace does. What I most love about the organization is being part of such a supportive intergenerational community of advocates that band together to fight for a fairer world."

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