

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. 🌍🙏

