



*“Congratulations to Catholics Come Home for all that you are doing to invite and encourage inactive Catholics to return home. You have my enthusiastic support. I pray that your work may spread throughout the United States.”*

**Late Cardinal John Foley, The Vatican**

## **Diocesan Partner Highlights**

### **Diocese of Phoenix**

**Lent 2008**

*“I am deeply grateful to Catholics Come Home for the projects they have undertaken in support of the Church and of virtuous living. I highly recommend them.”*

Bishop Thomas Olmsted, Diocese of Phoenix

*“I think there is really nothing out there that can impact a local Diocese so quickly as this (Catholics Come Home®) campaign. It is just continuing to prove the fact that there are a myriad of Catholics just waiting to be invited back home. Congratulations on how the Holy Spirit is continuing to affirm this important apostolate!”*

Ryan Hanning, Diocese of Phoenix Director of Parish Leadership Support

#### **Fact:**

**12% increase in Mass attendance**

#### **Additional Highlights:**

- [“Media effort draws 92,000 inactive Catholics back home to church”](#) – Catholic News Service
- [“Media effort draws faithful back to church”](#) – The Catholic Sun

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### **Diocese of Corpus Christi**

**Lent 2009**

*“It was a very successful program. And we thank those who made these commercials possible, so that we could invite Catholics to come home.”*

Bishop Edmond Carmody, Diocese of Corpus Christi

*“This was a dream come true for the Department for Evangelization. This was very successful. I especially liked that it got the wheels of evangelization turning in many parish”*

Fr. Eduardo Montemayor, Director  
Diocesan Department for Evangelization

*“A gentleman had not gone to confession since his First Communion, when he was 8 years old. He is now 32 years old, and he made an appointment to speak to a priest! He was spiritually lost, and wants to become part of the Church again.”*

Director, St. Joseph, Beeville, Texas

**Facts:**

17.7% overall increase in Mass attendance; 16% increase in Spanish-language Mass attendance

**Additional Highlight:**

The Diocese coordinated a special “annulment fair” to assist individuals in Spanish and English.

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## Diocese of Sacramento

Advent 2009

*“I am happy to share with you our experience of Catholics Come Home within the Diocese of Sacramento, California. Among the clergy and parish staff, there is a shared sense of enthusiasm and accomplishment...we experienced an overall rise in penitents seeking out the Sacrament of Reconciliation during the Lent of 2010 as well as many people returning to the celebration of Sunday Mass. One parishioner recounts how her neighbor commented: ‘Gee, I wish I was Catholic, those commercials are great!’ Among returning Catholics, the phrase ‘hit home’ was heard time and again in reference to the TV ads. I hope that these words portray– in some small way – the many graces we have received from the Lord through the Catholics Come Home diocesan initiative. Be assured of my gratitude and abiding prayers for the work of [CatholicsComeHome.org](http://CatholicsComeHome.org).”*

Bishop Jaime Soto, Diocese of Sacramento

**Fact:**

16.05% increase in Mass attendance (20,800 souls returned to Church)

**Additional Highlight:**

The Diocese of Sacramento utilized new media as a compliment to their CCH initiative, including web videos from Bishop Soto, and a diocesan website with the ability for visitors to submit questions and share their testimony ([www.WelcomeHomeNorCal.com](http://www.WelcomeHomeNorCal.com)).

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## Diocese of Colorado Springs

Advent 2009

*“This television campaign had a significant impact on hundreds of thousands of viewers in our region. Catholics Come Home produced some very inspired media messages and broadcasts them on popular secular television stations. Their campaigns help inactive Catholics and potential converts to come home to the Catholic Church. Their film television messages are inspiring and of very high quality. It is my sincere pleasure to thank you and your team for your dedication and hard work on the Diocese of Colorado Springs Catholics Come Home program.*

*Many of our priests and parishes received positive feedback from parishioners and fallen away Catholics who accepted our invitation to “come home” to the Church. Many more people were participating in the Sacrament of Reconciliation. May God continue to bless you abundantly for the good works you perform on behalf of the Church.”*

Bishop Michael J. Sheridan, Diocese of Colorado Springs

**Fact:**

6.1% increase in Mass attendance

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## Archdiocese of Omaha

Advent 2009

*“When I was installed as Archbishop of Omaha last summer, I was happy to learn of the plans to initiate Catholics Come Home in our area. We received the financial support we needed from the Catholic community. Priests and parish lay leaders became acquainted with the program. The television spots were seen on stations all over our archdiocese and beyond during the Christmas season. Catholics are coming home. **We are receiving an increased interest in RCIA. Anecdotally, lay Catholics report an interest among co-workers to discuss the faith after they have seen the televised messages. Months after the TV spots have aired, we are still hearing positive comments from those who have been affected by the campaign.** I offer my thanks to you and your dedicated staff for the assistance you have given us.”*

Archbishop George J. Lucas, Archdiocese of Omaha

### **Fact:**

8% increase in Mass attendance **(7,189 souls returned to Church)**

### **Additional Highlights:**

The Archdiocese of Omaha created CatholicsComeHome.org logo yard signs— multiple signs were placed along the road in front of Catholic Church entrances to help drivers-by connect the TV campaign with the location of their nearest parish.

Also, 10 billboards were donated throughout Omaha, and the CatholicsComeHome.org logo artwork was displayed on these billboards - a great addition to the campaign.

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## Diocese of Lincoln

Advent 2009

*“Catholics Come Home has a relationship with the Diocese of Lincoln that has been very positive, efforts in these programs have proven to be of worth, and work with the various offices of our Diocese continued to promote the respect and commitment of our Catholic Church, treasuring the great mercy of Christ toward the sinner.”*

Bishop Fabian W. Bruskewitz, Diocese of Lincoln

### **Fact:**

**Increase of 2,000 inactive Catholics who returned to Mass**

### **Additional Highlight:**

The Diocese of Lincoln had a 60%+ practice rate prior to the CCH initiative – a very high practice rate in comparison to national statistics. Despite their comparably high practice rate, Lincoln is especially focused on evangelization year-round, and epitomizes the mission of the Church to evangelize which lead them to partner with CatholicsComeHome.org to reach out to the remainder of souls away from the faith in Lincoln.

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## Archdiocese of Seattle

Lent 2010

*"I am pleased to recommend the Catholics Come Home Evangelization initiative. From my own personal experience, I can attest to the effectiveness of this campaign. I spoke with many returning Catholics during a Day of Reconciliation at our cathedral parish during Lent who told me that they had seen the Catholics Come Home television ads and decided to return to the practice of their faith. **Many of our pastors reported significant numbers of individuals contacting them about returning to the Church because of the ads, and our Easter service in 2010 experienced larger crowds than at any time in recent memory.** An additional benefit of the media campaign has been its effect among our most faithful Catholics. People were encouraged by these inspiring messages about the history, beauty and spiritual tradition of the church. In the Archdiocese of Seattle, Catholics Come Home was integrated into a long-term initiative to renew a sense of Catholic identity among our people. The quality and content of the Catholics Come Home television and radio commercials assisted us in this larger effort and also helped counter some of the negative media messages about the Church. **Catholics Come Home staff provided outstanding professional support throughout the process** and Tom Peterson, the president and founder of Catholics Come Home, even traveled across the country for media interviews as we launched the campaign locally. I recommend that other dioceses strongly consider participation in the Catholics Come Home program."*

Archbishop Alex J. Brunett, Archdiocese of Seattle

### Fact:

4.5% increase in Mass attendance (6,050 souls returned to Church)

### Additional Highlights:

**The Archdiocese of Seattle implemented parish-based fundraising which resulted in over 7,000 individual parishioners and families donating to air the TV ads in Seattle. As a result of this parish-based fundraising, Seattle exceeded their fundraising goal and had over 7,000 "mini evangelists" in the community excited about the CCH initiative and that were spreading the good news, long before one TV commercial ever aired!**

The Archdiocese of Seattle also brought CatholicsComeHome.org President & Founder, Tom Peterson, into town to conduct all media interviews. The resulting coverage was extremely positive, giving the Catholic Church and Archdiocese favorable and extensive media coverage in Seattle!

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## Diocese of Savannah

Advent 2010

*"Catholics Come Home brought a new essential awareness both in our priests and our people that we should be about the task of evangelizing and most especially to invite back those who are not presently at the banquet table."*

Bishop Kevin J. Boland, Diocese of Savannah

### Fact:

**5.63% overall increase in Mass attendance**

### Additional Highlight:

Bishop J. Kevin Boland and staff members conducted 7 workshops for "Ministers of First Impressions" in the seven deaneries of the Diocese and one for diocesan staff to prepare to welcome returning Catholics. Almost 700 parish leaders, including 42 priests participated.

*"The preparation session at the deanery level was perhaps the most positive part of the whole process for us. The day brought a sense of hope for the Church and our ability to move out of the past with its hurts and into the future."*  
Father Bob Poandl, pastor of St. Christopher Church

*"I attended Catholic school through the eighth grade. When I married a man who was not Catholic, he pulled me away from the Church. We later divorced. The Catholics Come Home ads were reassuring. They make you feel like you were missed. I decided to come back home to my roots."*

Tina Provost, recently returned Catholic to Holy Cross Parish

*"The TV spots were very informative and placed our Church and faith in a very positive light. We have had two individuals return to church after being away 20-25 years. ..."*

Father Mike Ingram, pastor of Holy Spirit Parish

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## Diocese of Bismarck

### Advent 2010

*"My participation began at our fall clergy conference when I personally introduced the Catholics Come Home invitation and asked our priests and deacons to support the initiative financially. They were extraordinarily generous. Once the people heard how generous the priests and deacons were, we had no difficulty in collecting the rest of the money we needed. Everyone received the TV clips very favorably and they led many Catholics to be proud of their faith. Several ministers from other faiths commented on how they thought the message was a blessing for them as it was for us. For the Sacrament of Reconciliation, this year there were many who returned after 25 and more years. I feel sure that some churches were blessed with greater generosity."*

Bishop Paul A. Zipfel, Diocese of Bismarck

### Fact:

**5.8% overall increase in Mass attendance**

### Additional Highlights:

The Diocese of Bismarck initiated their fundraising for airing the Catholics Come Home® commercials with lead gifts from their clergy. Once parishioners saw that their parish priests were in support of the Catholics Come Home® initiative, the people in the pews generously supported the effort, and as a result, significantly exceeded their CCH media fundraising goal!

The Diocese of Bismarck created "Welcome Home" packets available for anyone to take from their parishes. On the packet, in large blue font was the phrase, "The Bismarck Diocese Welcomes You home. Please take one." Each packet included: A welcome letter from Bishop Zipfel, *A Brief Introduction of the Catholic Faith* DVD with a compilation of different speakers presenting various topics, i.e. Reconciliation, The Mass, Sacred Scripture, Annulments, How to Pray (13 different tracks total), and a few educational pamphlets including "Catholic Update: A Walk Through the Mass," and others addressing Marriage, Cohabitation, Mary, and more.

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## Archdiocese of New Orleans

### Lent 2011

### Fact:

Archbishop Aymond implemented a postcard initiative for parishioners to write the names of loved ones away from the church on the card, and the bishop would personally send them a letter and DVD inviting them back. The initiative was a huge success with over 5,000 names submitted to the archbishop!

### Additional Highlight:

During Lent 2011 four (arch)dioceses in the state of Louisiana (New Orleans, Baton rouge, Houma-

Thibodaux and Lafayette) worked together with Catholics Come Home® to do a media blitz in the regional area.

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## Archdiocese of St. Louis

Advent 2011

*“Thank you for the wonderful commercials that Catholics Come Home, Inc. provided for people to view in the St. Louis area. I can’t tell you how many times **Catholic families shared with me how proud they were when they saw the commercials talking about our Catholic faith.** It was really wonderful when, after the first day of the program, we were receiving calls at the Cardinal Rigali Center from **people who saw the ads on television and said that they used this as a special invitation from the Holy Spirit to return to the Catholic faith.** I thank you for all you did in coming to the Archdiocese and explaining the program to us and also assisting us during the preparation phase.”*

Archbishop Robert J. Carlson, Archdiocese of St. Louis

### **Fact:**

*“**We are blessed with approximately 37,000 souls who returned to the faith** (increased Mass attendance by 8.3%),” Archbishop Robert J. Carlson, Archdiocese of St. Louis*

### **Additional Highlight:**

Following the Catholics Come Home® partner campaign, the Archdiocese of St. Louis dedicated a weekend to providing opportunities for the Sacrament of Reconciliation across the Archdiocese on a Friday and Saturday.

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