BE BOLD. GIVE BIG.

A guide to the BOOK PROGRAM

There is a lot of talk about evangelization, but not a lot of it actually happening.

Learn how **YOU** can make a difference at your parish this Christmas.
START
BY DOING WHAT IS
NECESSARY,
THEN WHAT IS
POSSIBLE,
AND SUDDENLY
YOU ARE DOING THE
IMPOSSIBLE.

SAINT FRANCIS
We all know that Christmas Mass means record attendance and a packed house. But what are we doing to continue the momentum as people leave? For years we have been letting them come and go with no real effort to win them back.

But what if it was as simple as just handing them a great Catholic book on their way into church?

It is.

The Dynamic Catholic Book Program is transforming parishes around the nation with this simple, powerful idea: Books change our lives. What we read today walks and talks with us tomorrow. Sometimes all it takes is the right book to bring people back to church.

MATTHEW KELLY
THE DYNAMIC CATHOLIC BOOK PROGRAM
is a simple, affordable way to re-engage disengaged Catholics and re-energize your parish.

HOW IT WORKS:

1. You order a bunch of books.
2. At Christmas and Easter Mass, friendly volunteers pass out the books as people come to church.
3. Through the use of regular and inspiring announcements, you encourage people to read the book.
4. For months and months you hear people talking about how the book is changing their lives.

"We distributed a copy of the book Rediscover Catholicism by Matthew Kelly to every family of the diocese that attended a Christmas Mass ... It is clear that reading this book has helped many in their growth in faith and their appreciation of Catholicism. I recommend the Dynamic Catholic Book Program as an effective tool in the efforts of the New Evangelization."

BISHOP KEVIN C. RHOADES
Do something incredible this Christmas. Give everyone in your parish a copy of Matthew Kelly’s new book, Resisting Happiness, for just $2 per copy, includes shipping. At $2 per copy, you can afford to change a lot of lives!

To place your order, visit DynamicCatholic.com/christmasbooks or call our Mission Team at 859 980-7900.

WHY RESISTING HAPPINESS?
In 2008 we had a crazy idea: pass out books at Christmas Masses as a way to re-engage disengaged Catholics. We have offered some great books over the last nine years through the Dynamic Catholic Book Program, and thousands of people have come back to church as a result. But it’s not just about passing out any book or CD. Giving people the right book at the right time can be life changing.

Resisting Happiness is that book. It was written to specifically re-engage disengaged Catholics and to increase engagement among those who are at church each week but don’t really get it. It is light and inviting—there is nothing deeply religious about the cover or the table of contents. The short chapters were designed for busy people. And resistance plays a powerful role in each of our lives every day. In a deeply personal way, Matthew Kelly’s new book helps readers discover that only by unmasking resistance and defeating it in their own lives can they really experience the happiness God created them to experience.

Orders of 6-499 copies are $3 per book, includes shipping. Only available for shipping addresses within the United States. Cannot combine with other titles. Shipping to Canada is available at $3 per copy for orders of 500 copies or more.
WHY PEOPLE PARTICIPATE.

Parishes across the nation are experiencing higher levels of energy and engagement after participating in the Book Program.

**Increased Mass Attendance and Financial Giving:**
Parishes that have participated in the program three years consecutively have seen an increase of 9.1% in Mass attendance and a 10.4% increase in Sunday collections.

- **Mass Attendance**: 9.1% increase
- **Sunday Collection**: 10.4% increase

**Faith Formation:** The Book Program acts as a mobile faith formation where parishioners who might not attend a faith formation group still have great Catholic content they can access on their own time.

**Evangelization:** The last three popes have made the New Evangelization the primary initiative for the Church. The Book Program is a simple and practical way to share the genius of Catholicism with the people of your parish.

- **32%** of Catholics only come to Church at Christmas and Easter. Let's get them back every Sunday.

- **99.7%** of parishes say they would do the Book Program again!
HOW MUCH DOES IT COST?

We believe in keeping things as simple as possible.

Order 500 copies or more for $2 per copy.
Includes shipping and handling.

Order 6-499 copies for $3 per copy.
Includes shipping and handling.

IS IT WORTH MY INVESTMENT?

Let’s start with the financial benefits . . .

If just one person comes back to church because you give them a book on the way into Mass this Christmas or Easter, and that person is forty years old, lives to be eighty, and puts just $10 in the collection each Sunday, that returning Catholic will contribute $520 over the next year and $20,800 over the rest of his/her lifetime. That’s a $20,800 return on your $2 investment.

And the spiritual benefits . . . priceless.

We BECOME the books we read.
We all know that when people recommit to their faith, everything changes. They are more energized and inspired by Sunday worship; they feel connected to their parish community; and they contribute to stewardship, church finances, and more.

*The time to bring this program to your parish is now.*
In the last eight years, more than **15 million books** have been distributed. And each year, more **5,000 parishes** participate in the Dynamic Catholic Book Program. Discover how you can re-energize your parish and bring people home. Give them a great Catholic book this Christmas!
WATCH THE VIDEO!

CLICK HERE to watch and share a video about the Book Program.

2016 FEATURED TITLES

Click any of the products below to learn more or place an order.

Dynamic CDs also available for as little as $2 each!

You can order online at DynamicCatholic.com or give us a call at 859-980-7900 to speak with a Book Program expert.
NEED HELP WITH FUNDING?

If your parish has a budget for Evangelization or Adult Faith Formation, this is a perfect way to use those funds. But many parishes do not have a budget for Evangelization or Adult Faith Formation. If that is the case, here are some examples of how we have seen other parishes fund the program:

- **INDIVIDUAL DONOR:** In many cases a single donor decides to fund the program for the parish. Your pastor may know the perfect person.

- **A GROUP OF DONORS:** We have also seen the program funded by a group of donors. For example, if the parish needs 2,000 books (cost $4,000), find four parishioners who would contribute $1,000 each; or eight donors who will contribute $500 each. Give people a chance to do something great for their parish and many will sacrifice to make it happen.

- **PARISH GROUPS:** Talk to some of the groups at your parish. We have seen inspiring generosity from the Knights of Columbus, Mother’s Groups, Men’s Groups, and many other parish-based groups.

> I’m not sure why I came to church last Christmas. I haven’t been in twenty years. But something drew me. Anyway, on the way out of church I was given a copy of your book *Rediscover Catholicism*. For the first time in my life Catholicism makes sense to me. Thank you. I have been to church every Sunday since Christmas and all because I was handed a book.

LINDSEY — OHIO
IF THE CHURCH IS TO BECOME VIBRANT AGAIN, IT IS OF VITAL IMPORTANCE WE BEGIN THINKING ON A WHOLE NEW LEVEL.