

# DYNAMIC PARISH

BE BOLD. BE CATHOLIC.

## 1. Video Invitation

Matthew Kelly | 3 minutes

[www.DynamicParishInvite.us](http://www.DynamicParishInvite.us)



## 2. Abstract: Dynamic Parish Research Initiative

Dynamic Parish is a **five-year experience** for each participating parish. Each of the five years of the initiative has been designed to measure the increase in the number of dynamic Catholics (i.e. highly engaged members of the parish). Through the generosity of our Ambassadors and Benefactors, Dynamic Catholic will provide all resources, programs, consulting and pastor coaching to the 40 parishes selected this year (5 per diocese) **entirely for free for the duration of the five-year partnership**.

Our model of parish renewal, which we will test and refine through the advice of our partner parishes, starts with the premise that **God renews parishes one-person-at-a-time**. So we begin by providing resources that create trigger experiences, which then lead to a deeper exploration of the faith and to increased engagement. Our hypothesis is that if a large enough number of parishioners become **dynamic** (i.e. pray 10 minutes or more per day, study the faith in a consistent way, be generous in sharing their financial resources and time/talent in service, and evangelize others), that the parish community will on a path to becoming a truly dynamic parish. In addition to the **parishioner resources and experiences**, we also offer **consulting** to the parish leadership team on many aspects of parishioner engagement and also provide **1-on-1 pastor executive coaching** – all included at no cost to the participating parishes.

## 3. Dynamic Parish Overview

Much more information (e.g. timelines, resources provided, parish selection process, what we seek in partner parishes) is in the attached overview document.

## 4. Contact Information

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**What dreams  
do you have  
for your parish?**

# Dynamic Catholic: The Trigger Experience

## Three Guiding Principles

From the very beginning, Dynamic Catholic operated under three guiding principles:

### **1. The Catholic Church in America needs re-energization**

After visiting over 3,000 parishes in 15 years, Matthew Kelly was well aware of the outward problems facing the Church. When he founded Dynamic Catholic, however, he wanted to identify the core of the issue. Yes, Mass attendance and the weekly offertory were dropping and parishes were closing at an alarming rate, but why? And what could be done about it?

### **The Research**

Embarking on one of the largest research initiatives in recent Church History, Dynamic Catholic searched for the crux of the problem. In looking at volunteerism and financial contribution we uncovered a massive disengagement problem.

- **6.4%** of registered parishioners contribute 80% of the volunteer hours in a parish
- **6.8%** of registered parishioners donate 80% of financial contributions
- There is an **84%** overlap between the two groups

The study concluded that roughly 7% of Catholic parishioners are highly engaged in their faith. On an engagement spectrum of somewhat engaged to completely disengaged from God and the Church, an enormous group of baptized Catholics fall somewhere in-between.

## 2. Engagement is a critical step in Evangelization

Once Catholics become highly engaged in their spiritual journey, there is an abundance of materials that can grow them and draw them deeper into relationship with God and the Church. But until they are engaged it doesn't matter how much good content we share with them; they simply will not absorb it and make it their own.

### How do we engage disengaged Catholics?

89% of highly engaged Catholics referenced an experience—a moment in their journey that ignited the flame of faith. Sometimes these moments were monumental or even tragic, like a cancer diagnosis or the death of a loved one. But most often it was one small thing—a book, an event, a pilgrimage, a friendship—that entered into their life at the right time.

This single moment **triggered** them to dive deeper into their faith. To ask themselves life's bigger questions, such as: Who am I? Why am I here? What matters most? What matters least?

While there are many ministries in America doing great work developing resources that help engaged Catholics go deeper into their faith, **there is a shortage of resources that help Catholics and their parishes create trigger moments for disengaged Catholics.**

That's where we come in.

## 3. God transforms parishes one person at a time.

From the research, it became clear that Dynamic Catholic would not be able to help parishes thrive until we first developed world-class resources that create trigger experiences for disengaged Catholics. In other words, we needed to collaborate with God to win hearts before we could build or send them on mission.



## Habits Drive Engagement

The more we dove into the research the more we realized that driving engagement among Catholics isn't something that happens by chance. Instead, there are four specific habits that differentiate highly engaged Catholics from disengaged Catholics. We call these things the four life-changing habits of a Dynamic Catholic:

- A daily habit of **prayer**
- A regular pattern of **study**
- **Generosity** of service and finances
- Regular sharing of the faith or **evangelization**

It was out of these findings that Dynamic Catholic began producing resources that trigger engagement and inspire Catholics to adopt these four life-changing habits.

## Win People First: Game-changer resources

The first ten years of Dynamic Catholic has been dedicated to creating the best resources in the world at creating trigger experiences.

- **The Parish Book Program** – After distributing millions of books at Christmas and Easter, one thing is clear: The right book at the right time can change a life.
- **The Catholic Moments** – Millions of Catholics come to Church each year for what should be powerful encounters with God. We targeted these specific, quintessentially Catholic moments to develop resources that meet people where they are and lead them to where God is calling them to be.  
**Confirmation:** Released in 2014, DECISION POINT is the most used Confirmation program in America.

**Lent & Advent:** Consisting of daily videos during Lent and Advent, no other evangelization resource in the country has been able to reach more people at one time than Best Advent Ever and Best Lent Ever.

**First Communion/Reconciliation:** Partnering with an Emmy Award-winning animation studio and an internationally acclaimed children's book artist, BLESSED is one of the most engaging First Communion and First Reconciliation program in the world.

**Marriage Preparation And Enrichment:** BETTER TOGETHER is designed to give couples the tools they need for a lasting, happy, and holy marriage—whether the couple is engaged or has been married 20 years.

**Baptism:** Our uniquely parent-focused Baptismal Preparation program (releasing later this year), STARTING POINT, is designed to get parents dreaming about their families and understanding how intentionally involving God and the Church leads to a better life for their child and for everyone in the family.

**Daily Prayer:** Knowing that daily prayer is one of the four life-changing habits of a Dynamic Catholic, we wanted to create a program for the sole purpose of teaching people this amazing and necessary practice. (Due to release in 2020)

**RCIA:** Ensuring a powerful RCIA experience will help launch newly initiated Catholics into living their Catholic faith with passion and zeal. (Due to release in 2021)

**Sunday Mass:** What would Mass attendance look like if everyone at your parish understood what was really happening and why? (Due to release in 2021)

**Death And Dying:** There is an overwhelming lack of resources to help families deal with death and the deep grief that comes with it. We're going to address that. (Due to release in 2022)

- **Events and Pilgrimages** - Life-changing experiences that happen in an evening with one of our inspiring speakers or over a week on one of our world-class pilgrimages to the world's holiest places.
- **Welcome** - Originally named *Christ Renews His Parish*, Welcome is a retreat program with a 50-year track record of leading parishes to foster a thriving faith-based community among parishioners.

## **The Next Step**

After ten years we are ready to apply everything we've learned in a systematic and intentional way to test, refine, and ultimately share a proven and scalable model for parish renewal with the entire Church. But we can't do it without great parish partners.

**“God Transforms Parishes  
One Person at a Time.”**

**—Matthew Kelly**

# Dynamic Parish: An Invitation

## What is Dynamic Parish?

Dynamic Parish is a dynamic collaboration between God, your parish, and Dynamic Catholic to re-energize your parish one person at a time. More tangibly, Dynamic Parish is a five-year partnership with your parish to uncover what it takes for a parish to become truly dynamic.

### There are four components to Dynamic Parish:

- **Resources:** books, CDs, events, retreats and pilgrimages
- **Consulting:** a dedicated consultant to help you implement the Dynamic Parish initiative, problem solve parish specific challenges, and provide a national perspective on best practices
- **Executive Coaching:** twice monthly sessions for the pastor to navigate the challenges of modern priestly leadership
- **Research:** The *Bigger Future Survey™* is a tool we use to measure engagement levels in parishioners year over year, measuring progress.

The cost of these four components over five years is approximately one million dollars per parish on average. Thanks to the generosity of Dynamic Catholic Ambassadors we are able to offer participation to your parish for free.

In return, we ask for your feedback throughout the process. It is essential that you share what is working and what can be improved so that together we can build and share a proven model of parish renewal with every parish in America.



## **The Pilot Phase**

In 2018 we began Dynamic Parish by partnering with 21 parishes across 4 dioceses. For five years, all 21 of those parishes are receiving free Dynamic Catholic resources (books, cd's events, and retreats), coaching, consulting, and tools to measure progress. We have asked these pilot parishes to be our first parish partners, helping us to build this movement by implementing and refining our offering to be shared eventually with the rest of the Church in America.

## **The Need is Urgent**

Throughout the first year of Dynamic Parish we have heard again and again, "Is there a way for us to help more parishes more quickly?"

- There is a great sense of urgency among Catholics in America. If the Church in our lifetime ever needed an infusion of energy at the parish level...it's now.
- The response among Catholics in the 21 parishes has been astounding. The collaboration is working in powerful ways.
- 21 parishes isn't enough to create a long-term scalable model for parish renewal. We need more input from a greater variety of parishes in additional regions of the country.
- So many parishes are hearing about the initiative and requesting to become part of Dynamic Parish.

For those reasons and many others, we are ready to expand in the Fall of 2019 to a new cohort of 40 parishes across 8 new dioceses.

# Dynamic Parish: Fulfilling a Mission

## **The Dynamic Catholic Mission**

Our mission at Dynamic Catholic is to re-energize the Catholic Church in America through the development of world-class resources that help people rediscover the genius of Catholicism.

## **How Does Dynamic Parish Fit In?**

Because the parish is central to a Catholic's experience of the faith, we simply cannot fulfill our mission to re-energize the Church without helping parishes to re-energize themselves.

**Dynamic Parish is the fulfillment  
of Dynamic Catholic's mission.**

## **The Right Parish Partners Are Pivotal**

We are committed to partnering with parishes like yours to learn together what it takes to build a vibrant and sustainable community. Once we do, we are going to document our findings and share this proven model for parish renewal with the entire Catholic Church in America.

**Let's make history together.**

# The Dynamic Parish Five-Year Plan

## Launch Year

Year one focuses primarily on **invitation**. Following an intentional and rigorous timeline, parishes will provide consistent opportunities for disengaged parishioners to take the next right step toward God. For engaged parishioners, this will be a year learning how to share these resources with disengaged Catholics within their circle of influence.

## Years 2-5

Based on the 4 Signs research, we will invite your parish community to personally invest in their spiritual growth, one habit at a time.

### YEAR TWO

**Prayer:** Focusing on developing a daily habit of prayer

### YEAR THREE

**Study:** Focusing on becoming continuous learners of the faith

### YEAR FOUR

**Generosity:** Focusing on inspiring parishioners to experience the joy of generous living

### YEAR FIVE

**Evangelization:** Equipping your parishioners to invite others to know Jesus

At Dynamic Catholic, we are convinced that if we intentionally work to help people develop a vibrant spirituality through these four signs, we will see incredible things happen in the life of your parish and throughout the Church.

# What to Expect

## From Dynamic Catholic

- **Commitment:** We are totally invested to help you transform your people and your parish.
  - **Resources:** To engage all the disengaged in your parish community, we will provide a consistency of world-class resources and programs, available to every person in your parish.
- All Released Catholic Moments:** DECISION POINT (Confirmation), BEST LENT EVER, BEST ADVENT EVER, BLESSED (First Reconciliation; First Communion), BETTER TOGETHER (Marriage preparation and enrichment); STARTING POINT (Birth and Baptism); DAILY PRAYER; RCIA, SUNDAY MASS, DEATH & DYING.
- Welcome:** Our parish community building program
- Book Program:** Christmas, Easter and Other Special Occasions
- Events:** Regular speaking events to engage and inspire your parishioners
- Pilgrimage:** We coordinate with your team for yearly pilgrimages
- Consulting:** A dedicated Dynamic Catholic consultant to implement the five-year plan and share best practices
- Executive Coaching:** A dedicated coach for the Pastor of the parish
- Mass Journal:** A simple game-changer which helps Catholics retain more of God's messages from Sunday Mass.
- **An openness:** To all your advice and suggestions to strengthen the program so that it can impact parishes (and millions of Catholics) across the country which will implement Dynamic Parish.

## From Partner Parishes

- Parish leaders are 100% supportive of the objectives of the five-year Dynamic Parish initiative.
- Parish is willing to form an implementation team of 4–7 individuals to work with the Dynamic Catholic consultants and to lead the execution of various initiatives to increase engagement of parishioners.
- Parish implementation team leader is available for regular and timely communication.
- Parish is willing to share parish statistics, anecdotes, success stories and recommendations to strengthen our model.
- Parish has strong technology or is willing to invest in technology, a parish email platform, website, social media, and web-streaming services of Masses to reach the less engaged.
- Parish is willing to participate in our research initiatives.
- Parish is committed to strong preaching, music and communication programs and to helping parishioners grow in the practice 4 signs— prayer, study, generosity and evangelization.
- Parish is willing to implement all the Catholic Moments offered by Dynamic Catholic in some way at some time during the five-year partnership.
- Parish's profile, strengths and challenges are representative of many other parishes across America.

# The Partner Selection Process

## Incredible Possibilities

The Church is waiting to be reinvigorated. It's time for us to join together and boldly envision an incredible future for the Catholic Church in America.

Are you ready to join the next cohort of 40 parishes committed to becoming truly dynamic?

## The Steps

This is an important decision for your parish and for us. In recognition of that, we have developed a clear process to ensure that there is a thorough mutual discernment.

**Our process has varied from diocese to diocese but it typically includes these steps:**

- 1.** Identify a possible partner diocese.
- 2.** Earn the bishop's blessing for the initiative and permission to contact parishes, typically through a liaison on the diocesan staff.
- 3.** Work with a member of the diocesan staff or with an experienced pastor to identify 10-15 parishes that are a good fit with our desired characteristics.
- 4.** Contact each recommended parish, share materials about Dynamic Parish, ask if the pastor (and other parish leaders) would like to meet with us on our visit to the diocese.
- 5.** Meet with the pastor and any members of the parish staff, councils or trusted parishioners that the pastor invites. These meetings typically take 90-120 minutes and are focused on answering questions from the review of the materials provided.
- 6.** Mutually discern whether the parish is a good fit for the five-year Dynamic Parish commitment. If the parish would like to request participation in the initiative, pastor would contact the Dynamic Parish leaders.
- 7.** Dynamic Parish leaders will review the group of parishes who want to be a part of Dynamic Parish against our criteria, consult with the diocesan liaison, and present our recommended five parishes to the leadership team at Dynamic Catholic.
- 8.** Dynamic Parish leaders will contact the pastors of each parish that applied with the news. For those who are invited to be in the 5-year program, we will provide a commitment form and then a schedule of onboarding activities to prepare for sharing the great news with parishioners.
- 9.** We expect that the formal announcement to parishioners and first parish-wide activities of Dynamic Parish would take place in November 2019.