

In your Catholic Radio Apostolate

- Are you called to just operate and pay the upkeep for a radio station?

OR.....

- **Are you called to evangelize and bring others to Christ through radio?**



Evangelization requires building relationships...

The future of your mission and your radio station is dependent upon relationships...How are you building relationships?

Creative Courage!

Ideas from Friends in the Field

Devotional Letters

The goal of the letters is to help someone else feel a little more hope or draw them closer to Christ, depending on the type of letter. They are intended to be inspirational with a testimony of someone whose life was touched by Catholic radio or devotional in nature to draw people deeper into the life of the Church.

These letters go to those who do not have an active pledge. We mail 8 letters per year and we insert a reply envelope and reply slip. If the donor has a prayer request on the back of the reply slip, we then send them a Thank you letter that addresses their prayer intention and a reply envelope.

These letters are another way to build relationships and reach out to listeners in a very personal way. People have left us large and small sums in their wills because they shared they have benefited from this correspondence. There is never a heavy appeal or emergency fundraising tone in the letters.

“May the God of hope fill you with all joy and peace as you trust in him...” Romans 15:13

Toya Hall

Vice President

Guadalupe Radio Network

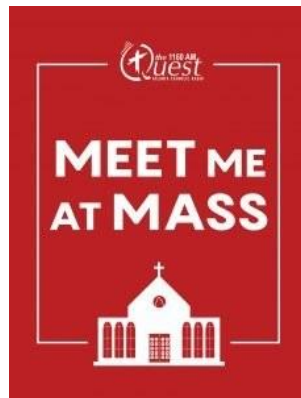
Creative Courage!

Ideas from Friends in the Field: The Quest, Atlanta

Meet Me at Mass

This message coincides with the timing of churches re-opening and the Mass attendance dispensation being limited to certain exceptions.

- Rally around the “Meet Me at Mass” movement
- The Quest is rotating 20 spots now
- A simple and important open invitation
- “Invite a Friend” has no downside
- They are welcome back...Invite them!
- Make “Meet Me at Mass” vibrant in your parish
- The message is ongoing!



Ongoing Promotion

You can help make sure “Meet Me at Mass” becomes ubiquitous within your parish:

Talk It Up

- There is no better endorsement than a personal recommendation

Share the LINK

- The Quest website has added content targeted to people extending invitations
- AND people receiving those invitations
- It's a great resource!
- <https://thequestatlanta.com/meet-me-at-mass>

Promote in Your Parish Bulletin

- Any amount of room they can spare is great, especially if it means the “Meet Me at Mass” message is repeated week after week

Welcome Signs

- The Quest will create signs (18” x 24” similar to real estate signs), printed on both sides
- See the sample below (front & back)
- We just need permission to place the signs and to know the number of entry/exit driveways to cover



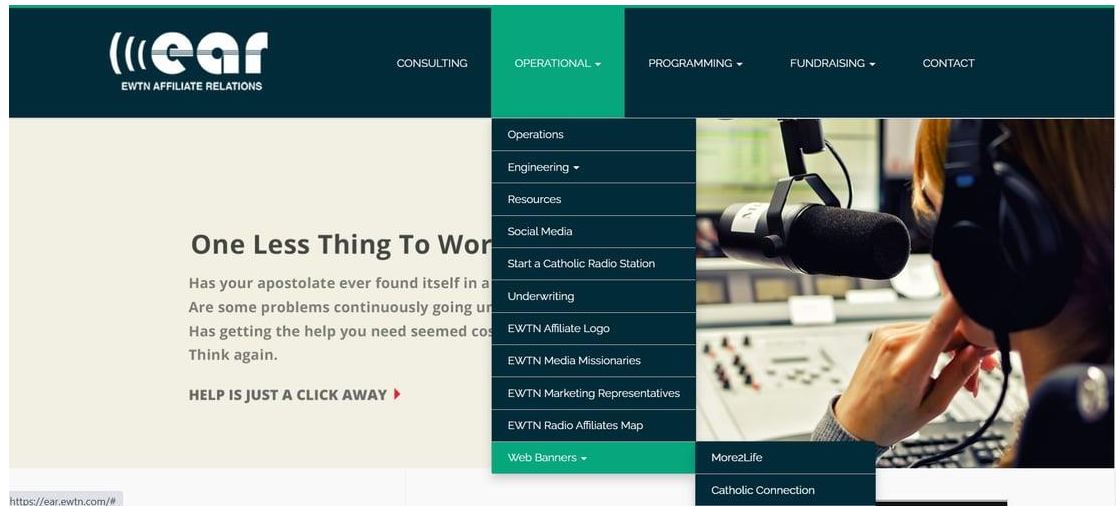
Sample Front



Sample Back



Need Artwork for your Website? Check out EAR.EWTN.Com



The screenshot shows the EAR.EWTN.Com website. The top navigation bar includes links for CONSULTING, OPERATIONAL (with a dropdown arrow), PROGRAMMING (with a dropdown arrow), FUNDRAISING (with a dropdown arrow), and CONTACT. The OPERATIONAL dropdown menu is open, listing: Operations, Engineering (with a dropdown arrow), Resources, Social Media, Start a Catholic Radio Station, Underwriting, EWTN Affiliate Logo, EWTN Media Missionaries, EWTN Marketing Representatives, EWTN Radio Affiliates Map, and Web Banners (with a dropdown arrow). The main content area features the text: "One Less Thing To Worry About" followed by a paragraph: "Has your apostolate ever found itself in a... Are some problems continuously going un... Has getting the help you need seemed co... Think again." Below this is a call to action: "HELP IS JUST A CLICK AWAY" with a right-pointing arrow. A URL "https://ear.ewtn.com/#" is visible at the bottom left of the screenshot.



Need Consulting and Coaching help?

Radio Executive Steve Splonskowski, formerly of Real Presence Radio, will meet with your staff and/or board and help evaluate where you are, where you would like to be and what might be keeping you from getting there. Steve will help you assess your current situation, develop a plan, and can even help execute that plan. Steve's educational background and over fourteen years of Catholic Radio management and consulting experience make him uniquely qualified to walk with your organization on the path to stability and mission success

Contact Steve today for your FREE consultation.

You can reach Steve at: ssplonskowski@ewtn.com or 701-367-8493

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