



CRS' Operation Rice Bowl 2012: Diocesan Promotion Plan

Setting a goal, developing an action plan, and following up after Lent is key to the successful promotion and implementation of CRS' Operation Rice Bowl.

Getting started

1. What is your baseline for CRS' Operation Rice Bowl? Where do you want to go in 2012?
 - Total number in your diocese: parishes _____ and schools _____.
 - 2011 participation: parishes _____ and schools _____.
 - 2012 participation goal: parishes _____ and schools _____.

2. How will you achieve this goal?
 - a. Target audience: With what audiences is there room for growth? How will you work with them to encourage participation in CRS' Operation Rice Bowl?

<input type="checkbox"/> Parishes	<input type="checkbox"/> Religious Education Programs
<input type="checkbox"/> Elementary Schools	<input type="checkbox"/> High Schools
<input type="checkbox"/> Campus Ministry	<input type="checkbox"/> Deaneries
<input type="checkbox"/> Other _____	

 - b. With what diocesan offices can you collaborate to encourage more participation in CRS' Operation Rice Bowl? How will you work with these offices?

<input type="checkbox"/> Hispanic Ministry	<input type="checkbox"/> Religious Education
<input type="checkbox"/> Missions	<input type="checkbox"/> Youth
<input type="checkbox"/> Other _____	

 - c. Who can assist you in planning, promoting and implementing CRS' Operation Rice Bowl in your diocese? What tasks can they accomplish?

3. How can you deepen engagement in groups that are already participating in CRS' Operation Rice Bowl? Consider suggesting that each participating group choose one additional activity from CRS' Operation Rice Bowl resources to include in its Lenten observance.

<input type="checkbox"/> Use simple meal recipes at a community event
<input type="checkbox"/> Use Homily Notes or Prayer Intentions
<input type="checkbox"/> Show videos at gatherings
<input type="checkbox"/> Use lesson plans in religious education.
<input type="checkbox"/> Other _____

Action Steps

Outline 5-10 action steps that will help you achieve your goal. Use the resources and ideas provided in the 2012 Promotion Kit or develop your own ideas. For help with ideas or best practices from other dioceses, call your CRS regional office or Beth Martin at (410) 951-7359.

Action	Responsibility	Start Date	End Date
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

Wrapping up

1. At the end of Lent, remind parishes and schools about where to send their donations for CRS' Operation Rice Bowl. Be sure to include instructions on labeling the check so that your Finance Office can properly designate the gifts for CRS' Operation Rice Bowl.
2. Use your Diocesan Detail Report as a checklist to make sure that all parishes and schools that received CRS' Operation Rice Bowl materials have sent in their donations. (CRS will send the Diocesan Detail Report towards the end of Lent.)
3. Thank all parishes and schools for their support and participation in CRS' Operation Rice Bowl!
4. Publish your results in your diocesan newspaper! Let participants know how many groups were involved and how much money was raised in your diocese. Be sure to include information on how your diocese uses its local 25% of funds to help those in need in your local communities.