



CRS' Operation Rice Bowl 2012 Promotion Check-list

This check-list offers suggestions for each of the eight weeks before Ash Wednesday to help you engage more participants in your diocese.

If you have questions or would like to review your promotion ideas, please contact your CRS regional office or Anne Marie Bonner at (410) 951-7229.

8 weeks before Lent

- Recruit volunteers to help you contact parishes and schools in your diocese about participating in CRS' Operation Rice Bowl.
- Invite 5 parishes or schools in your diocese who have not previously participated in Operation Rice Bowl to participate this year. CRS can provide you with a list of participating parishes and schools.

7 weeks before Lent

- Invite parish and school leaders to a meeting about CRS' Operation Rice Bowl. Show them samples of the 2012 materials, and invite them to share best practices and ask questions about organizing CRS' Operation Rice Bowl in their communities.

6 weeks before Lent

- Collaborate with other diocesan offices, including Religious Education, Hispanic Ministry, and Youth, to promote and integrate CRS' Operation Rice Bowl into ongoing activities. See *CRS' Operation Rice Bowl and the Hispanic Community in your Diocese* for more suggestions on reaching out to this population in your diocese. Remember that all CRS' Operation Rice Bowl materials and resources are also available in Spanish.

5 weeks before Lent

- Work with diocesan staff to post the CRS' Operation Rice Bowl web banner ad on your diocesan website's homepage. Encourage parishes to do the same on their websites and Facebook pages.
- Challenge current participating parishes to enhance their celebrations by using more ideas from the *Coordinator's Guide* (e.g., Homily Notes, Bulletin Announcements, Bulletin Insert, etc.), and encourage them to reach out to diverse members of their communities.

4 weeks before Lent

- Ask your Bishop to send the *Bishop's Endorsement Letter* to all parishes and schools in your diocese, with information about the importance of participating in CRS' Operation Rice Bowl.

3 weeks before Lent

- Place an advertisement for CRS' Operation Rice Bowl in your diocesan paper. Return the enclosed postcard to get started. Contact Stephanie Coppola at (410) 951-7230 or stephanie.coppola@crs.org for information.

2 weeks before Lent

- Write an article for the diocesan paper about the work of Catholic Relief Services and how participating in CRS' Operation Rice Bowl helps the poor around the world. Contact CRS at educationprograms@crs.org if you'd like a press release or assistance with contacting local media.

1 week before Lent

- Encourage pastors to mention CRS' Operation Rice Bowl from the pulpit. Homily Notes and Prayer Intentions for each week of Lent are in the *Coordinator's Guide*.

Ash Wednesday

- Hold a CRS' Operation Rice Bowl event in your diocese. Prepare a simple meal and share how Catholics in your diocese support the work of CRS.

1 week after Easter

The faithful in your diocese have prayerfully offered their Lenten sacrifices to support our brothers and sisters in need. Collecting and remitting these gifts in a timely manner ensures that the funds can be put to good use as soon as possible.

- Remind participating communities to collect the donations offered through CRS' Operation Rice Bowl and provide them with information on where to send their checks in your diocese.
- Send 75% of contributions to: Catholic Relief Services, Operation Rice Bowl, P.O. Box 17090, Baltimore, MD 21203-7090. Write "CRS' Operation Rice Bowl" on the memo line. 25% of contributions remain your diocese to support local poverty and hunger alleviation efforts.
- Publicize the results of diocesan participation in Operation Rice Bowl in your diocesan paper. Inform the faithful of the diocese how you use the local 25% of contributions.
- Use the Sample Thank You Letter to send your appreciation to all parishes and schools who participated.
- Share your best practices and any promotional materials you have developed with CRS staff so we can share the resources with your colleagues in other dioceses! Contact Anne Marie Bonner at annemarie.bonner@crs.org to share your best practices.