



# Operation Rice Bowl 2009 Promotion in your Diocese

As Lent approaches, please consider how you will invite more participants to take part in Operation Rice Bowl in your diocese. It's not too early to begin planning your promotion strategy.

With the global food crisis and worldwide economic downturn, this year it is even more important to involve as many people as possible to pray, fast, learn, and give in solidarity with the poor around the world. Operation Rice Bowl's 2009 theme, *Solidarity Will Transform the World*, offers an inspirational focus to this important effort.

If you have questions or want to review your strategy, call your CRS regional office, or Beth at (410) 951-7359.



## Ask Important Questions

1. What are your overall goals for ORB 2009?
2. How many parishes and schools in your diocese are signed up to participate in Operation Rice Bowl?
3. Who is your target audience for increasing Operation Rice Bowl participation in 2009 (parishes, secondary schools, elementary schools, youth ministry programs, etc.)?
4. What was successful about your promotion efforts for ORB last year?
5. What other diocesan offices or volunteers could help you "spread the word" about Operation Rice Bowl to increase participation in the program for 2009?
6. What other support do you need to implement your strategy?



## Recruit, Coordinate, and Train Leaders and Partners

- Reach out to the diverse faith communities* in your diocese. Contact the Spanish Apostolate office, Diversity Outreach ministries, etc. and invite them to join in ORB. Remember that all ORB materials and the ORB resources are available in Spanish.
- Target 5 parishes or schools* in your diocese who have not participated in ORB in the past. Commit yourself to visiting the leaders in these parishes/schools and invite them to participate in ORB as a way to live out global solidarity in Lent. Bring samples of all ORB materials to your meeting.
- Collaborate with other diocesan offices* (such as Education, Religious Education, Liturgy and Worship, Social Concerns, etc. ) and other resources you listed in Section 1 to help you promote ORB and/or integrate ORB with other ongoing programs.
- Develop a workshop opportunity* to bring parish and school leaders together to learn more about how to use the season of Lent as an opportunity to reach out to others through Catholic Relief Services' Operation Rice Bowl.
- Use existing networks* in your diocese to involve more partners in spreading the word about ORB, and assist in training leaders in faith communities that aren't as involved with ORB.



## Promote Operation Rice Bowl

- Highlight full participation in the four components (prayer, fasting, learning, and giving) of ORB as a way for Catholics to put faith into action to assist our brothers and sisters in need.
- Encourage pastors to mention ORB from the pulpit in the weeks leading up to and during Lent. Homily Notes and Prayer Intentions for each week of Lent are in the *Community and Parish Guide*.
- Encourage participants to take advantage of the the *Operation Rice Bowl Online Community* as a way to spark further interest in ORB. Each week, participants will receive a Lenten email reflection. Sign up for this opportunity at <http://orb.crs.org>.
- Challenge current participating parishes to further develop their ORB experience by using more ideas from the *Community and Parish Guide* and encourage them to reach out to diverse communities as well.
- Use *media sources* to advertise and promote ORB, including the diocesan newspaper, radio station, or television station. (Contact Beth at (410) 951-7359 for information about radio and television Public Services Announcements, advertisements, press releases, and other media resources.)
- Ask your *Bishop* to endorse Operation Rice Bowl. Encourage the Bishop to focus a *column in the diocesan paper* around Catholic Relief Services and Operation Rice Bowl and send a *Bishop's Endorsement Letter* (a Sample Letter is provided in this Promotion Kit) to all parishes and schools.



## Participate in Operation Rice Bowl

- Encourage participation in Operation Rice Bowl at diocesan offices. Use ORB materials to hold a prayer service or simple meals once a week during Lent; use the *Stations of the Cross* (which can be found at <http://orb.crs.org>) for reflection and prayer.
- Hang the *Poster* in the chancery to advertise your diocese's support of this program.
- Distribute a *Rice Bowl/Home Calendar Guide* to each staff member in your office.



## Good Stewardship: Collect the Donations

- The faithful in your diocese have prayerfully offered their Lenten sacrifices to support our brothers and sisters in need through ORB. Remind participating groups to collect and remit these gifts in a timely manner so that the funds can be put to use as soon as possible.
- Remind participating groups to collect the sacrificial donations offered through Operation Rice Bowl and remit them to your diocesan office. Provide them with information on where to send their checks in your diocese.
- Collect all contributions, write "Operation Rice Bowl" on the memo line, and send 75% to: Catholic Relief Services, Operation Rice Bowl, PO Box 17090, Baltimore, MD 21203-7090.



## Evaluate and Follow Up

- Evaluate the effectiveness of your strategy. Did you achieve your goals? Did more groups participate in Operation Rice Bowl? What are the lessons you learned from the experience?
- Hold a gathering or *send letters to all ORB Coordinators* thanking them for their assistance with ORB 2009. Use the *Sample Thank You Letter* to send to all parishes and schools who participated.
- Publicize the results of your diocesan participation in ORB in your diocesan paper. Inform the faithful of the diocese how you use the local 25% of ORB contributions.
- Send ORB staff any promotional materials you developed so we can share the resources with your colleagues! Your ideas, lessons learned, and best practices are important! Pictures are welcome. Contact María Alvarez at (410) 951-7394 or [malvarez@crs.org](mailto:malvarez@crs.org) to share your best practices.