

April 2010

Friends and colleagues,

You may have heard the description some folks use for us: The best-kept secret in Catholicism.

That's probably meant as a compliment, but it's something we are trying to change. We want to be the best, and we want everyone to know it! We want them to know that we help people who need it every day.

That's why for the past several months we have been working with Seigenthaler Public Relations to send out news releases about our work. This campaign has been a great success so far.

Several releases have been picked up by the Catholic News Service, the nation's premier Catholic news syndicator. Dozens of diocesan newspapers have printed them, and they have also run in the secular press and on the Internet.

Some of these show the quietly important things we do: support a priest's salary so he can continue a badly needed prison ministry, or help a small parochial school so it can continue to offer scholarships to kids who live well below the poverty line.

Others releases highlight our major grant initiatives: increases in aid to seminarian education and grants earmarked to help build Hispanic leadership in the Church. This type of themed release has been a big success and something we are going to do more of going forward.

We want everyone here to see how we are spreading the news about the work we do, so we plan to begin emailing these releases to everyone here as we issue them to the press. You can also read archived versions on the shared drive, in the Communications folder.

Thank you!

Dan Gibbard