

*Reborn* Parish-Wide Study

**Pulpit Pitch: 2-3 minutes**

*Before the final blessing, celebrant invites the person who is going to speak about FORMED to come up to the ambo, OR Father makes the announcement himself.*

Good Morning/Evening!

To begin, I want to personally thank Fr. \_\_\_\_\_ for purchasing a gift for our whole parish! (pause/smile) That gift is a subscription to FORMED, an innovative online platform with hundreds of inspiring movies, video studies, audio presentations, and ebooks from the Church's most compelling speakers and authors.

By a show of hands:

* How many of you have friends or family that were baptized Catholic, but have since fallen away or left the Catholic faith?
* How many of you would like to help those friends and family members understand what it means to be Catholic?

I want to invite you to participate in a video-based study on formed.org called *Reborn. Reborn* is a powerful three-part series that helps us to discover the heart of Baptism, which is the foundation of our Catholic faith. Whether you were baptized as an infant or as an adult, *Reborn* will help you understand the beauty of Baptism and empower you to share our faith with others. With beautiful film-making and powerful teaching, the *Reborn* series will move your heart and give you plenty to discuss as a family or as a group of friends over the next 3 weeks.

This engaging video study can be found on formed.org!

 *[Flocknote Option]*

How many of you have not yet signed up for our parish's Flocknote? Flocknote is a service that allows a pastor to message his flock! Pull out your phones and text this message to this number [Ex. Text HOLYCROSS to 84576] and you will be added to our Parish Flocknote.

Now to get you setup on FORMED quickly, we will now send you a text message that has a link that will give you FREE access to FORMED. Click that link, fill out the registration information, and you will be ready to access all the inspiring content on FORMED!

**OR**

*[Reverse Collection Option]*

So, as I finish speaking the ushers will pass the collection basket again. However, instead of putting in a donation, please take out of the basket a postcard/business card that gives the instructions on how to register for your free access to all the amazing content on FORMED. In fact, take a few if you would like and share them with your neighbors!

**OR**

*[Bulletin Insert Option]*

In the parish bulletin (*show insert*) is a flyer with step by step instructions on how to register for free access to FORMED, please take one as you leave.

*[FORMED On the Go]*

FORMED also has an app for Apple or Android mobile devices! Go to the App Store or the Google Play store to download the free FORMED App. Then beautiful Catholic content is only 1 click away, anytime and anyplace.

*[Close with this message]*

I’ll close with a quote from a woman named Sheena from Malaysia. She writes: “Presenters, producers & all involved [with *Reborn*] have done a truly inspired job in weaving together strands of creation, science, salvation history... in a beautiful tapestry that highlights what Baptism truly is in a way that is easy to understand and moving. This particular presentation is the epitome of what it means by ‘simple, yet profound.’"

Thank you for your time! I will be in the gathering space at the end of Mass to answer any questions and help you sign up.

**FOLLOW UP**

*The next week, Father should make an announcement at the end of each Mass and ask:*

"Last week you received a *[postcard/business card/Flocknote text message]* with our parish's FORMED information (*hold the card up*). Did you register yet? If you didn’t, please do so this week, so you can join us in using the *Reborn* program together as a parish. *(Give details of how, where, and when)*

If you did register, please pass on that *[card/information]* to a family member, neighbor, or friend so that they can register for FORMED as well."