



  
VIANNEY VOCATIONS

# SERVICE CATALOGUE

*Strategy & Support for Your Vocation Office*





Amy Mortensen, Diocese of Bridgeport



## EFFECTIVE SERVICES FOR VOCATION OFFICES



### An Extension of your Vocation Office Staff

Most Vocation Directors have a long “wish list” of projects that they don’t have the time or expertise to accomplish. That’s exactly why Vianney Vocations exists. We act as an extension of your staff, bringing a wealth of experience from working with other Vocation Offices. Essentially, we provide behind-the-scenes support for programs, events, communications, planning, and more.

Since 2009, Vianney Vocations has provided services for more than one hundred Vocation Offices, helping to create a pro-vocations environment in their dioceses and increase their number of seminarians. We help Vocation Directors assess their current efforts, create a plan for the future, and most importantly, execute that plan over the long term.

We can help your Vocation Office to:

- Create a culture of vocations in your diocese in which the priesthood & religious life are seen as fulfilling, meaningful vocations that are appealing to young Catholics.
- Increase the number of inquiries from men interested in discerning the priesthood.
- Identify potential candidates and provide them with high-quality information about the priesthood.
- Dramatically improve attendance at events such as discernment retreats and vocation camps.
- Reach out to young people using new media, in the language they understand.
- Energize the presbyterate to join in the work of fostering vocations.
- Provide parishes with the highest-quality resources available to promote vocations.

*The mission of Vianney Vocations is to renew the Church by inspiring priestly and religious vocations*

## STRATEGY & PLANNING



George Martell

### Consultation & Assessment

*A review of the vocations landscape in your diocese*

If you're a new Vocation Director, or even if you've been in the office a few years, it can help to have an experienced outside assessment. We meet with you to review your efforts in campus ministry, Catholic education, communication, and several other key areas. The goal is to clarify the trajectory of the Vocation Office so you're focusing on the most important things.

- In-person meeting with experts who have worked with many Vocations Offices
- Evaluation on keys aspects of vocation work
- Follow-up meetings to assess progress

### Vocation Plans

*A practical roadmap with clear objectives*

We collaborate closely with you and your staff to create an effective, realistic plan to create a culture of vocations in your diocese. This includes both short-term projects and long-term initiatives. We then provide expert support for you and your staff to carry through on your vision. Our Vocation Plans are concise, realistic, and actionable.

- Concrete plan detailing timeline and responsibilities
- Includes an “internal plan” and published “external plan”
- Presentation to bishop & clergy to unveil the plan and launch new initiatives



### Demographic Reports

*A study of the diocese's long-term need for priests*

How many priests does your diocese need? How many will you need taking into account retirements, deaths, ordinations, and seminarian acceptance and retention? A Demographic Report analyzes the presbyterate and gives exact figures on your future need for priests. This information is invaluable for creating your long-range plan, securing an adequate budget, and communicating the “vocations landscape” to your bishop and fellow priests.

- Detailed stats of current clergy and diocesan demographics
- Written report with analysis and recommendations
- Clear targets for the number of seminarians to accept each year
- In-person presentation to bishop and key diocesan personnel



## WORKSHOPS & EVENTS

### Clergy Conferences on Vocations

*Help priests to become the Vocation Directors of their own parishes*

When asked what most influenced their decision to enter seminary, nearly all men will point to a specific priest who supported and encouraged them. Thus it's critical that priests have the mindset and tools to be the 'Vocation Directors' of their own parishes. With the demands of normal parish life, many priests don't emphasize vocations as much as they would like. Our clergy conferences don't simply offer ideas; they offer new approaches for bringing a "vocations mentality" to regular parish ministry.

- Priest retreats
- Traditional clergy conferences
- Day-long vocations workshops

*Clergy events are usually staffed by Fr. Brett Brannen and Sam Alzheimer. There are a variety of formats to fit your diocesan schedule. Every conference focuses on priestly identity and practical ways to foster vocations in parishes and schools.*



### Vocation Event Promotion

*Promotion for the Vocation Office's major events*

Already running an event, but need better attendance? We've helped dozens of dioceses increase attendance for camps, seminary trips, discernment retreats, and more. We use a blend of print and digital media to communicate with your target audience and make sure you have a crowd.

Promotion typically includes web content, social media, email, flyers, posters, invitations, etc. We can also coordinate online registration, permission forms, and payment system.

For several dioceses, our robust promotion resulted in the largest gatherings they had hosted in years!

- Discernment Retreats
- Vocation Camps
- Seminary Visits
- Vocation Summits



# ONLINE COMMUNICATION

## Vocation Office Websites

*Websites created to inspire young people*

We create beautiful, clean, functional websites for Vocation Offices, designed and written for young people discerning their vocations. We help you envision your site, create a custom design, and even write the content. Our sites employ a powerful but easy-to-use CMS so you and your staff can easily make updates to pages, add photos, revise seminarian sections, etc. Plus we provide technical support and maintain the site throughout the year.

- Clean design that is visually appealing to young people.
- Solid content on priesthood and discernment, plus custom-written content.
- Uses your diocesan photos, plus images from our archives.
- Design complements your aesthetic and diocesan brand.
- Looks great on tablets and mobile.
- Functionality includes online registration forms, donation portal, email signups, event widget, and more.



*View sample sites by visiting  
[vianneyvocations.com/websites](http://vianneyvocations.com/websites)*



*We provide a consistent “backbone” to your social media presence, leaving you free to post your own content as you wish, without the pressure of having to continually keep it current.*

## Social Media Management

*Maintain a strong online presence*

Vianney Vocations manages Facebook pages and Instagram accounts for Vocation Offices, ensuring you have a strong online presence using the predominant communication tools for today's young people. We follow all your diocesan social media activity and share posts relevant to priests and seminarians. Plus we add links to discernment articles, quotes from saints, and reminders about various vocation events & dates.

- Make regular posts relevant to your diocese as well as general content about vocations and discernment
- Review activity and delete inappropriate comments
- Integrate your e-newsletters, blogs, YouTube channel, and other online accounts
- Promote events and drive Facebook and Instagram users to your website
- Respond quickly to your requests to post content





## Weekly Discernment Texts

*Regular contact to offer discernment wisdom*

Sign up your candidates to receive a weekly text/email with rich content on discernment. This ensures that you have contact with every man, every week. When someone joins the list, he automatically starts at issue #1 and receives weekly discernment articles for 52 weeks. This is a fantastic service that helps keep candidates connected to the Vocation Office.

- Custom, professional design for your diocese.
- Can be integrated with your website and social media
- 52 issues, each focused on discerning the priesthood.
- You can revise and edit as desired.
- We work with you to revise & refresh list of recipients
- Sent via SMS/email from you to each candidate

### Weekly Discernment Issues Include

- Vocation: The Most Important Decision You'll Ever Make
- Talking to Family and Friends about the Priesthood
- Gaining Peace Through Prayer
- Be Not Afraid
- Why Celibacy for Priests?
- Discernment Spirituality
- The Art of Self-Knowledge
- How to Talk to the Vocation Director
- Priest Hero: Fr. Vincent Capodanno
- Why You Need a Spiritual Director
- Priesthood: Vocation of Last Resort?
- God Equips Those He Calls
- The Heart of a Priest
- Mom, Dad... I Have Great News!
- Dating and Discernment
- Celibacy and Fatherhood
- Your Vocation—Destiny or Free Choice?
- Fear of Commitment
- Priest Here: St. John Vianney
- Discernment Advice from St. Ignatius
- Vocation and Free-Will: Whose Choice Is It?
- Seminary 101
- Undecided is Not a Vocation
- Ordination is Just the Beginning

## Online Vocation Events

*Connect with Vocation Teams & Promoters*

Re-engage your Vocation Teams, inspire educators, or launch new programs via online meetings. Rather than expensive in-person gatherings, sometimes an online event is more practical. We've run a variety of online events for various audiences, and can provide vocation-rich content and robust promotion.

- Engage Parish Vocation Teams with speakers, discussion, and new ideas
- Inspire Catholic educators & introduce classroom vocation resources
- Launch new diocesan-wide initiatives





NEW



## Vocation Podcasts & YouTube Shows

*Professional assistance with producing & launching your show*

Have a great idea for a podcast or YouTube show, but need help with the tech details and promotion? We can help produce your show, starting with consultation and ending up with a high-level production that's appealing to your audience.

- Help with video setup and recording equipment
- Light editing for audio or video
- Add branding and music
- Tech assistance for online platforms
- Launch and promotion for each episode

NEW

## Seminarian Media Day

*Footage and photos of your seminarians*

If you host an annual gathering of seminarians, make the most of it with professional photo and video. We can take formal portraits for your website and seminarian poster, plus shoot video for use on social media throughout the year. We can conduct interviews, set up various locations, and generally help you plan a fun day to capture useful footage.

- Professional on-the-ground photography
- Help with setup and planning
- Video editing for social media clips



Diocese of Spokane

## Vocation Lessons

*K-12 curriculum supplement for schools & parishes*

Vocation Lessons is an online curriculum that educates students about the beauty of marriage, priesthood, and religious life, and helps them remain open to God's call later in life. More than 35 dioceses use the curriculum in their schools and parishes.

- Online platform for instant distribution and low cost
- Catholic school units include four lessons per grade (about a week's worth of religion classes).
- Religious Education units include one lesson per grade (one class per year).
- Cost is around \$100 per school and \$25 per parish (see pricing table on website).

*Watch the video and review content at [vocationlessons.com](http://vocationlessons.com)*



# VOCATION AWARENESS

## Called By Name Campaigns

*Identify candidates in your diocese*

Identify the young people in your diocese who may show signs of a priestly or religious vocation. We run a diocesan-wide campaign to gather names from the faithful, then create a database of young people you can invite to events and send information about discernment.

- Uses a hybrid approach that includes in-pew envelopes and an online system for collecting names
- Write & design all communications
- Ensure pastors understand how to run the campaign
- Gather further contact info & send follow-up materials to every candidate



*Called by Name is designed to “cast a wide net” and identify a large number of faithful young people in the diocese.*



## Vocation Bulletins

*Reach active Catholics with a pro-vocations message*

Bi-annual bulletin inserts are a highly effective way to reach the entire diocese with a pro-vocations message. We plan the content with you, gather photos, write the articles, and design a beautiful insert. We even distribute the appropriate number to each parish. Even in the digital age, hardcopy bulletin inserts are a proven way to reach active Catholics and show that vocations are a priority.

## Seminarian Posters

*Beautiful posters that generate candidates*

We work with you to design a beautiful custom seminarian poster, featuring bold, priestly imagery. Our posters also generate candidates by enrolling your diocese in [gopriest.com](http://gopriest.com). When men scan the QR code, they can take a discernment self-test and request free copies of *To Save a Thousand Souls* and *Is Jesus Calling You To Be a Catholic Priest?* The Vocation Director immediately receives an email alert with the candidate's contact information.

- Custom-designed according to your vision
- Includes enrollment in [gopriest.com](http://gopriest.com)
- Can include a matching prayer card
- Printing and delivery to parishes and schools (if desired) with a cover letter from you





## Vocation Prayer Campaigns

*Start a tradition of praying for vocations at Mass*

A Vocations Prayer Campaign establishes regular prayer for vocations in every parish within your diocese. We help you write a brief but powerful diocesan vocation prayer that is easily prayed aloud. We then create prayer stickers for hymnals, and distribute the appropriate number to each parish, along with communiqués to all pastors asking them to pray for vocations at every Mass.



## CUSTOM PROJECTS

### Design, Printing & Distribution

*Custom support for Vocation Office projects*

Because the message of the Vocation Office is so critical, quality communication is essential. You can trust Vianney Vocations to design beautiful materials that fit your vision. We meet with you to clarify the parameters of the project, and then our designers work with you to ensure every word and photo is just right.

- Brochures
- Prayer Cards
- Newsletters
- Booklets
- Displays
- Posters
- Postcards
- Promo Items
- Greeting cards
- Fundraising materials

We can also distribute the appropriate number of items to parishes and schools on your behalf, with a cover letter from you.



*We've printed millions of pieces for Catholic organizations. If you have already have a design and simply need fast, high-quality printing at a low price, send us your files and we'll take care of the rest.*



Display Booths



Event Flyers



Prayer Cards



Camp Promo





George Martell

## Contact us to get started

*An initial conversation to understand your needs*

The first step is a phone call to talk about your diocesan situation and the needs of the Vocation Office. For many projects, we can work via phone, video meetings, and email. For larger engagements, we often begin with an in-person meeting to get to know you, your staff, and the diocese.

In all our work, we always emphasize the dignity of the priesthood and the spiritual nature of God's call. Our aim is to help you attract spiritually healthy men who will serve God's people faithfully.

877-585-1551 • [vianney@vianneyvocations.com](mailto:vianney@vianneyvocations.com)





## Knows The Heart of Vocation Discernment

“I trust Vianney Vocations because they really know the heart of vocational discernment and the priesthood. This is what informs their decisions about what and how to communicate, and how to design media that helps the discernment process.”

**Fr. Tim Hepburn, Archdiocese of Atlanta**



## Highly Recommended

“I highly recommend the team at Vianney Vocations as a ministry partner to any Vocation Director—they will make your job a lot easier.”

**Fr. Jonathan Raia, Diocese of Austin**



## A Co-Worker in the Vineyard

“Vianney Vocations is a true co-worker in the vineyard for every diocesan vocation director. In the several years that I worked with Vianney Vocations, their team have relieved me of the burden of spending too much time trying to create dynamic materials, and have allowed me to focus on being a Fisher of Men.”

**Fr. Chris Martin, Archdiocese of St. Louis**



## Amazing Work

“Their work is amazing and exactly what the Church needs at this time!”

**Colleen Darland, Diocese of Davenport**



## Beautiful Materials with the Values of the Church

“Since I took on the role of Vocations Director three years ago, Vianney Vocations have been a source of constant support. They provide guidance and vision so we as Vocation Directors can remain focused on the personal encounter. They are able to produce high quality materials on par with Madison Avenue, with the integrity and values of the Catholic Church.”

**Fr. Joe Fitzgerald, Diocese of Rockville Centre**



## High-Quality Support for Vocation Offices

“I give thanks to God for Vianney Vocations and for all they have provided to me and my office—from website and poster design, to the various materials and prayer cards, and especially the Melchizedek Project that has been a great source of grace for our young men. Thanks for making my ministry a bit easier.”

**Fr. Gary Daily, Diocese of Springfield, MA**