



Ways to use the EWTN Series to promote the Society

SVdP TV Series Dates & Times

Our Faith in Action: Today's Society of St. Vincent de Paul

Sundays (starting March 4 – running through May 6)

Eastern	6:30 a.m.	4:30 p.m.
Central	5:30 a.m.	3:30 p.m.
Mountain	4:30 a.m.	2:30 p.m.
Pacific	3:30 a.m.	1:30 p.m.

Saturdays (starting March 10 – running through May 12)

Eastern	6:00 p.m.
Central	5:00 p.m.
Mountain	4:00 p.m.
Pacific	3:00 p.m.

Ways to Tie into the TV Series

Increased membership is the end goal of the TV series. But more members and other benefits won't happen just through being on TV. We will need at every Society level to bring more viewer eyes to the show.

The TV series presents an opportunity to invite a pastor or clergy member to watch the shows (with your Council/Conference). The clergy member can learn more about what the Society does and the ways that it can help a parish and make the pastor's job easier.

An ad or announcement in the parish bulletin or on the parish website a week or two prior to the TV series episodes could help raise awareness among parishioners. Scheduling and publicizing a Conference meeting in the parish bulletin/website soon after the TV programs air gives people a chance to connect with the Society. A Conference may want to set up an information table after Masses on the weekends the series airs or ask the pastor about making a pulpit announcement or placing fliers about the TV series in the pews.

One option is to hold a viewing party among your Conference members and other parishioners. Provide some snacks and drinks, watch the show and then discuss it. The featured vignettes very likely won't be from your community, but every community can discuss what it's like to be a Vincentian, make a home visit or otherwise serve our friends in need. And have some paper handy to record names and numbers of people who are interested in joining or want more information.



[Click here for more information
about the SVdP TV Series.](#)



Suggested Viewing Party Agenda

Welcome

Introductions

Watch TV show

Discuss what it means to be a Vincentian

Talk about what your Council/Conference does

Collect names/information of interested people

Announce date of next meeting or event

Another possible activity is to build a Council or Conference meeting or special event around the TV program. Your parish may have meeting rooms available. If your Council/Conference has a store or food pantry or other suitable venue, holding an open house in conjunction with the show airing is an option. This is an opportunity to show prospective members some of the ways Vincentians can help people in need.

If you can, please plan to record the show for a second parish viewing, maybe at another time of day or later in the week.

Questions to Consider

The SVdP television series can generate awareness and produce inquiries from people interested in becoming part of the Society. Councils/Conferences may want to consider the following:

1. How will we be ready when someone sees one of the episodes on EWTN or an ad and wants to join us? How will they connect to us easily and how will we welcome their interest? Can the TV series be tied into “Invitation to Serve”?
2. Can we use the TV series to talk to local media through interviews, op-eds and letters to the editors, special events, tours and other ways to introduce them to the needs of our community’s poorest citizens and what the Society does to help them?
3. How can we ask our local clergy to mention the SVdP television series (in homilies, bulletins, etc.) and the message of helping the poor in our community airing on EWTN? How can we help to “connect the dots” between need and our work?

This can be a pivotal moment to advance our public brand, and in our relationships with other groups involved in poverty alleviation and systemic change projects and with the nation’s clergy. Imagine the added potential of more lay Catholics, Catholic donors, and others engaged in our work knowing more about the Society, especially as presented on the EWTN “Global Catholic Network” with freedom to express our faith and values.

This is a great opportunity to show our neighbors - and the world - just what the Society of St. Vincent de Paul is all about and what Vincentians do to live their faith, grow spiritually and make a difference for people in need.

Finally, many thanks for all that you do to serve people in need. God bless our work!

Other Helpful EWTN Links

For more information on EWTN, visit: www.ewtn.com.

Click here to find the EWTN station in your zip code: <http://www.ewtn.com/channelfinder/>

To watch EWTN programs live, click:

<http://www.ewtn.com/live/ewtnplayer/jwplayer.asp?bottom=false&feed=domeng>

If you have Questions, Please Contact

Gary Stevens

Director of Marketing and Communications

Phone: 314-576-3993 Ext: 209

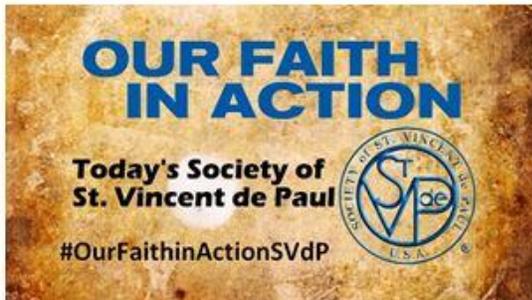
Email: gstevens@svdpusa.org

Michelle Boyer

Marketing Communications Specialist

Phone: 314-576-3993 Ext: 219

Email: mboyer@svdpusa.org



EWTN

Global
Catholic
Network

Eternal Word Television Network