



# Parish Promotional Plan

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## What is Embrace Grace?

- It is a 12 - week faith based support group for single, pregnant women
- *Mission:* To inspire and equip the church to love on single and pregnant young women and their families.
- *Vision:* For every girl with an unplanned pregnancy to have a church to go to for spiritual, emotional and physical support.

## Why Embrace Grace?

- It beautifully complements the Catholic Church's "Walking with Moms in Need" Initiative and provides a much needed outreach component.
- **Purpose** is to walk beside her, help her know that she is a beloved child of God and that she has a community here to love her and support her.

## How Do We Implement the Embrace Grace Ministry?

- This started with a St. John the Evangelist parish in Lawrence - now both parishes in Lawrence have a group.
- Church of the Ascension is launching a group right now and there are a couple of other parishes that are not too far behind.
- The goal of the Archdiocesan Pro-Life Office is to have at least one group in each of the 8 deaneries (regions) of the Archdiocese.
- Whether a parish has a support group or not, ALL parishes play a role in implementing the Embrace Grace Ministry in the Catholic Church.

## How a Parish Can Help...

- **Every parish can prayerfully consider starting a group, or even partner with another parish close by.** The basic requirements to begin:
  - Pastor approval
  - Space for group to meet weekly for 12 - 14 sessions (2x a year)
  - Two female leaders who can commit to:
    - going through training (free, online and self-paced, approx. \_\_ hours in total)
    - lead the 12 week faith-based support group
    - along with assistance from the Pro-Life office, help promote the ministry at their parish as well as solicit others to serve as team members
  - Financial commitment is minimal as the Pro-Life Office at the Archdiocese, through donations received from the Archbishop's Respect Life Fund, is offering to pay these "start-up" fees. Any items in addition to the "basic" start-up items or for ongoing expenses is to be assumed by the involved parish. However, scholarships could be available on an as needed basis.
  - the Archdiocesan Pro-Life Office can also provide support to your group by:
    - creating/printing/ordering promotional materials (business cards, banners, flyers, posters and social media graphics)

- ordering supplies from Embrace Grace or other vendors such as group materials, business cards and banners).
  - See “How to Start an Embrace Grace Support Group at Your Parish” available on the Pro-Life Office’s website at [archkck.org/embrace-grace](http://archkck.org/embrace-grace)
- **All parishes within 20 miles of a host parish can promote Embrace Grace to all parishioners and surrounding community.**
  - Share information via email messaging, social media, bulletin announcements, mass announcements (video links, digital graphics, flyers and posters can be provided by the Pro-Life office)
  - Agree to store promotional items to be shared with parishioners which are all a means of connecting single, pregnant women with an existing Embrace Grace support group (all can be provided by the Pro-Life Office)
    - Love Boxes
    - Business Cards
    - Flyers
  - Host a “Share-the-Love” Party to help promote and educate parishioners about the ministry.
    - A “Share-the-Love” Party is an event that brings together parishioners to construct “Love Boxes” which are given to single, pregnant women who may be abortion-minded or who are just in need of support.
    - Each box has a personal invitation to a church hosted support group as well as some other meaningful items to offer single and pregnant moms hope (onesie that says “Greatest Gift Ever!”, journal & pen, book filled with testimonies from other women who’ve been in her shoes and a handwritten note from someone with encouraging words).
    - The boxes can be kept at the parish for parishioners who learn of a woman who is single and pregnant. They also can be given to one of the host parishes or taken out into the broader community (e.g. counselors, medical practices, health clinics, hair stylists, schools...).
    - This can be open to all parishioners but hosted by specific ministries such as Women’s Ministry, Mothers of Young Children, Respect Life, Social Concerns...
    - It can be a social event which can include some light eats and refreshments.
    - The Pro-Life Office can help provide details, instructions and materials for the event.
  - Host an “Embrace Grace” Informational Weekend after all Masses
    - Serves as an opportunity to educate parishioners about this ministry - that there are some catholic parishes nearby who offer the support groups so that they know where to send single, pregnant women for some support.
    - Arrange to have an announcement at Mass, either by the priest or a parishioner
    - Have a table in the gathering space with volunteers to answer questions before and after all masses
    - Can have a sign up to gauge interest in potentially having a group started at your parish or to connect with them with an existing group.
    - Inform parishioners about the ministry, about Love Boxes, and how they can connect single, pregnant women to an Embrace Grace Support Group