



**ALIVE IN JESUS CHRIST**  
**M A S S I M P A C T . U S**  
**[ONE WORLD. ONE MISSION.]**

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**IGNITING PARISH BUILDING | NEW EVANGELIZATION**

**Basis of Our Mission: Pope Francis | *Evangelii Gaudium***

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**Statement of Need: Beginning in Ohio (Toledo)**

Parishes in the Diocese of Toledo are in a steady state of decline in terms of mass participation and depth of faith-engagement. Of 330,000 Catholics, only 77,000 attend mass (October, 2013), continuing the downward trend of approximately 2,500 every year. National studies reveal that 40% do not believe in a relationship with God ([source](#)). A majority of Catholics disagree with Church teachings ([source](#)). Some studies indicate that as many as 95% of churches are going in the wrong direction.

A principal success indicator is an institution's capacity to navigate from a "self-referential" (Pope Francis), "business as usual" (Cardinal O'Malley) and maintenance-driven culture to a mission-driven culture (Starks).

**Emerging Success Story**

Within one year the model demonstrated its impact by engagement of a beta parish in the Level 5 growth cycle (St. Joan of Arc), and demonstrated its capacity for fanning the flame by engaging four other areas throughout the diocese (including two deaneries), comprising 24 parish communities. It continues to spread.

**Other 2013 Highlights:**

- Active advisory / partnerships with Peter Herbeck (Renewal Ministries), Tom Peterson (Catholics Come Home), Joe Hensler (FOCUS), Matt Pinto (Ascension Press), Matthew Kelly (Dynamic Catholic), Devin Schadt (St. Joseph Confraternity), Steve Bollman (TMIY), Mark Berchem (NET).
- Advisory and management teams comprised of 15+ pastors and 30+ key leaders.



- Diocesan-wide engagement by pastors and parish teams in reading *Forming Intentional Disciples* and *Rebuilt*.
- 3000 participants in 14 evangelization and worship events.
- 200 leaders representing 15 different parish teams participated in the three-part Igniting Dynamic Parish Communities series.
- Dynamic websites with supportive multimedia and resources, reaching 20,000+.
- Weekly Live IT Gathering Guide / Live IT 180 videos engage the faithful in the adventure throughout the week; these are participated widely at a website, and increasingly are being embedded in parish websites.
- C.O.D. Fish (Community of Disciples, Acts. 4:32-34) for personalized evangelization and prayer at various events, reaching over 5000.
- Hundreds participated in the 30/3 Challenge.

### Statement of Response: Principles for Success

A pastor from a turnaround parish explained, “The reason there was so much conflict and contention, the reason the church was dying, was that we weren't focused on the mission Jesus Christ gave us... had lost its 'transforming power' in people's lives.” (*Rebuilt*, 47)

**“If we aren't planning to become communities of intentional disciples, we're planning to fail.”**

- a. **Vision** of parish as an interpersonal “culture of encounter” (Pope Francis) where all are engaged in the great adventure of discovering and living our best selves, created in Jesus Christ, in light of our Catholic faith;
- b. **Becoming** is basis of doing: we can not give what we do not live (Acts. 4:32-34);
- c. **Organic** development: One becomes 12 becomes 72;
- d. **Continuum** from un/de-churched to intentional disciples: Levels of entry and engagement, deliberately geared toward going deeper;
- e. **Thematically** integrated according to Source and Summit (Eucharistic);
- f. **Culturally-relevant**: Distinguishing between “the substance of the ancient doctrine of the faith” and “the way it is presented” (Pope John XXIII);
- g. **Charism** identification, engagement, support and growth;
- h. **Leadership** informed by best wisdom and practices;
- i. **Sustainability**: capacity for parish leadership to eventually progress on its own;
- j. **Big picture concept**: Integrating all elements (Level 5 Parish)

### Components (strategically integrated)

- 1) **Big Picture Retreats and Events**. Engaging and forming per “Level 5 Parish”
- 2) **Web / Social / Media / Communications**
- 3) **Core**. (a) LIT Gathering Guide, (b) LIT180 featuring priest, (c) LIT Series (embeddable in parish web as part of engaging community in the adventure)
- 4) **COD** (Community Of Disciples). formation and support + Discipleship Academy
- 5) **Family Gathering + Support**. Monthly mission engagement of families at core
- 6) **Reach**. TV (CatholicTV), Radio (IGNITE program) and other modes
- 7) **IGNITE**. Monthly. Mission-purposed basis for personal and parish transformation
- 7) **SPARK**. Monthly. Prior to IGNITE. Relational outreach to community
- 8) **Web Conferences**. Families, Priests, Leaders, Community
- 9) **Presence for Christmas**. Epic “entry” for mass culture into adventure



- 10) **Special Multimedia.** Unique, mission-purposed video and radio productions
- 11) **IGNITE OHIO.** Epic annual event engaging pastors and their teams/parishioners
- 12) **Live IT Family Conference.** Epic annual event engaging families in mission

### **Metrics**

Engaging us for the 3-5 year growth cycle will have the following, measurable results:

- 1) Increase number of intentional disciples (5Y Target: 35% community);
- 2) Increase mass attendance (5Y Target: 200%);
- 3) Increase number of formed parish employees and leaders (5Y Target: 100% formed);
- 4) Increase parish engagement (time, talent and treasure) (5Y Target: 200% increase);
- 5) Increase missioned-parishes (extension to others) (5Y Target: 50% diocese).

### **Model: One New Evangelization-Missioned Parish Extending to Others**

Organic, biblical approach: One becomes 12 becomes 72. Selected on basis of existing leadership, parish readiness and capacity for outreach to other parishes [3G extension]

- 1) Demonstrates viability of real model and plan for other parishes.
- 2) Becomes means for mission-extension to other parishes (through formation of leaders).
- 3) Catalyst for collaborative building in other parishes.

“**Level 5 Parish**” **Concept** specifies parish-building within the 3-5 year growth cycle.

#### **Level 1: Active Intentionality (Evaluation)**

A pastor and his team are engaged in reading parish-building material (e.g., *Forming Intentional Disciples / Rebuilt / Dynamic Catholic*) to become an intentional community of disciples. They attend IGNITE. Mission Ignition retreat. Ongoing guided support.

#### **Level 2: Committed Plan & Fulfillment Capacities**

The concrete plan, timeline and fulfillment capacities are on paper and in motion. See Parish Building Growth Cycle (below).

#### **Level 3: Internal Becoming (Forming Intentional Disciples)**

After a minimum of one year, the parish is on track to doubling number of intentional disciples annually.

#### **Level 4: External Outreach (Engagement of Geographical Region)**

Parish has full infrastructure, build and capacity, and is actively engaging all in their geographic area in the adventure of life in Jesus Christ. With evident growth, expectation of reasonable tithing/partnering in continued discipleship-building.

#### **Level 5: Parish-Building Multiplier**

Parish mentors other parishes in development



## **Parish Building Growth Cycle | Based upon “Level 5 Parish” Concept (beta)**

Presumes pastor/team ownership. Time is contingent upon circumstances. Generally 3-5 year growth cycle resulting in parish having self-sustaining / growth capacity.

### **0-6 Months: Level 1 Active Intentionality (Evaluation)**

Leaders engaged by *FID / Rebuilt / Dynamic Catholic*. Attending IGNITE. Live IT Gathering Guide / Live IT 180 embedded and promoted. Mission Ignition retreat. Support communications.

**6-8 Months: Level 2 Committed Plan** and fulfillment capacities in place and in motion.

### **8 - 24 Months: Level 3 Internal Becoming (Forming Intentional Disciples)**

8 Months: Parish based monthly IGNITE begins

12 Months: COD for key leaders begins

15 Months: Monthly SPARK for churchd begins

15 Months: COD cycles through for churchd in parish

Include all support communications.

Likelihood that periodic and un/de-churched will plug in here.

### **36 Months: Level 4 External Outreach (Engagement of Geographic Region)**

36 Months: Mass Impact begins. Personalized and marketed forms of invite to surrounding community. Based upon SPARK > IGNITE > Mass model.

### **48 Months: Level 5 Parish-Building Multiplier**

Parish actively adopts another parish to support and mentor in process.

Ongoing consultation and development per parish-building infrastructure

Discipleship Academy

Faith formation capacity (i.e., catechesis)

Parish-based retreats (like CRHP, ACTS)

## **Parish Integration**

Not “another program,” everything we do is strategically geared to supporting a pastor’s existing, primary purpose: to make the adventure of the Mass accessible. As such, there is no end. Components such as SPARK, IGNITE and COD are strategically integrated to enable a parish, in a cyclical way, to more fully accomplish its mission and be a catalyst for other parishes.

