**Sample Bishop’s Letter**

*May be read from the pulpit or inserted into the parish bulletins.*

“The digital world can be an environment rich in humanity; a network not of wires but of people.”

—Pope Francis, Message for the 48th World Communications Day

Dear Brothers and Sisters in Christ,

The Catholic Communication Campaign (CCC) supports projects throughout the world that evangelize both Catholics and non-Catholics alike through the use of media outlets. With the growth of new media, people all over the globe have greater opportunities to connect in the digital environment. The CCC enters this digital environment by providing grants to support local and international communications projects that share the experience of faith, worship, and witness.

With the election of Pope Francis, media interest in the Catholic Church has increased dramatically. Funding from the CCC has allowed greater coverage of the Vatican, both by Catholic media and the USCCB communications team. For example, the promotion efforts surrounding the publication of Pope Francis’s Apostolic Exhortation *Evangelii Gaudium* led to its listing on Amazon’s best-seller list, an unprecedented feat for an official church document. After its publication, hundreds of thousands of people connected on the USCCB Facebook page to share their faith and be inspired by quotes and discussions.

In Kenya, the CCC is developing a long-term plan to assist the Kenyan Conference of Catholic Bishops in deploying a radio network across the country. The stations and equipment will allow the Church to broadcast religious programming. The plan also includes creating space for interviews and discussions with government officials, business leaders, and community organizers. The bishops hope to foster strong ethical business plans and moral leadership that will allow the people of Kenya to realize their full potential and human dignity.

The CCC allows us to share our experience of faith, worship, and witness with the world. Please support this important work in the upcoming collection, which will be [date] in our (arch)diocese. Remember, half of the proceeds from this collection stay here in our (arch)diocese to support our local communication efforts.

Sincerely yours in Christ,

*[Bishop’s name, title, and signature]*

For more information on the CCC and the projects funded by the collection,   
please visit *www.usccb.org* (search “Catholic Communication Campaign”).