



**Catholic
Communication
Campaign**
CONNECT WITH CHRIST



Dear Diocesan Director/Coordinator,

In autumn 2017, Bishop Robert Gruss formally opened the canonization cause of Nicholas Black Elk, a Native American medicine man from the Lakota tribe in South Dakota who became a Catholic catechist and spiritual leader among the Native American people. With a Catholic faith that incorporated his Lakota traditions and culture into a life of missionary discipleship, Nicholas Black Elk led many to the faith. He showed that Native American spiritual and cultural traditions are gifts that enrich the life of the Church.

With production support from the Catholic Communication Campaign (CCC), the documentary *Walking the Good Red Road: Nicholas Black Elk's Journey to Sainthood* aired on ABC-affiliated television stations in 2020 to introduce people to this remarkable holy man. Your contribution to the Catholic Communication Campaign helps storytellers recount God's work in the world through the lives of people like Nicholas Black Elk.

The Catholic Communication Campaign helps people from many cultures tell their stories of God's transformative mercy. With your support for the campaign, you participate in bringing these stories to life.

Of the funds your parishes collect, half remain in your diocese to support your local communication initiatives.

Spread the word! Use your diocesan publications, website, social media accounts, and other channels to promote this campaign. Resources like web banners, a social media tool kit, and a sample letter from your bishop are available online for download and distribution at www.usccb.org/ccc. If you have any questions, please contact me at 202-541-3365 or ngerman@usccb.org. Thank you for your continued support of the CCC.

Gratefully in Christ,

Nicole Germain
Assistant Director, Promotions

For more information on the work of the CCC, please visit www.usccb.org/ccc.



CATHOLIC COMMUNICATION CAMPAIGN

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