

Diocese of Des Moines  
Evangelization &  
Catechesis



Growing Disciples – Wednesday Wrap  
Glorifying God – Growing in Faith  
Living our Catholic Faith in the World

April 27, 2016 Edition

**Save the Date – CLADD Closing Mass & Awards Gala – May 11 in Adel:**

This week you will be receiving an invitation from the CLADD Leadership Team for our annual celebration. This year we will hold the event at St. John parish in Adel. Although I know you have very busy schedules, please consider taking time out of your day to be with us on May 11. The morning begins between 9:45 am/10:00 am and ends in the early afternoon following lunch. The CLADD Leadership team has planned a wonderful morning for us including:

- Mass & Presentation of Service Awards (colleagues who have from 5 years to 35 years of service being recognized as well as 3 people retiring)
- The annual swap shop – the opportunity for you to bring resources you no longer use to swap with those who will find them a treasure
- Laura Wenman, Vice-President of Mission Integration at Mercy Hospital, will provide a light program to inspire us with the message of Pope Francis, “*Let us be permanently in a state of mission*”
- Presentation of CLADD Leadership for 2016-2017.
- Delicious lunch catered by Hy-Vee including: herb roasted chicken, three-cheese encrusted chicken breast, long grain and wild rice, green beans, garden salad, dinner roll, cheesecake and beverages. Cost is \$7.00 which helps offset half of the cost of the lunch.

Please RSVP to Sherri Simmer at [ssimmer@dmdiocese.org](mailto:ssimmer@dmdiocese.org) by May 9.

**Three Quick Ways to up your Game on Instagram by Michael Marchand from Project YM:**

***1) HASHTAG EVERYTHING***

Hashtags are more important on Instagram than on any other platform. If your hashtag game is not strong, spend some time researching some of the most popular hashtags on Instagram – and use them. But more importantly: *define your own*. **Create a unique hashtag for your ministry and use it EVERY TIME YOU POST.** And find ways to encourage your teens to use it when they share photos of, about or related to your ministry (even if you have to incentivize them with giveaways).

And then search and engage with that hashtag *EVERYDAY*. Take 2 minutes to search your ministry's hashtag and reply, interact and follow the people posting with that hashtag.

## **2) ENCOURAGE TEENS TO TAG YOUR POSTS**

Instagram doesn't have the share or reposting capabilities of other platforms (like Facebook and Twitter), so getting your posts seen relies on a different action: tagging. When teens tag their friends in the comments of your posts, they are essentially sharing that post with their friends.

Post photos with a question that can only be answered by TAGGING a friend (be sure to include goofy, superficial, personal and spiritual posts):

- Who do you think could eat a gallon of Skittles in one sitting? #TasteTheRainbow #TagAFriend
- What friend would tell you if you had something in your teeth? #SomethingGreen #RealFriends
- Who would pray for you if you asked? #PrayerWarriors
- Who do you wish would come on the retreat next month? #BringAFriend #TagEm

Area #2 has to do with appropriate attire. We have received feedback over the years from parishes asking for policy when they are trying to enforce more appropriate attire for the liturgy. This section is here to support you in what can be a difficult situation.

## **3) POST *EVERY DAY*.**

Every platform has it's own rhythm, *for Instagram you should be posting at least once a day (two or three times a day is better).*

Whenever people hear me say that, they freak out. "Where am I going to find the time to create content to post every day?" "What the heck am I going to post every day?"

There's a lot of ways to answer the "not enough time" / "not enough content" problem, but my favorite answer is based on the BEST daily content source our Church has to offer: DAILY MASS.

ProjectYM has a service called ShareableFaith where you get a beautiful Catholic image to post every day of the week. The images come with two reflection questions for each image. The cost for this service is \$8.00 a month. Here is the link: <http://shareablefaith.com/>

### **Saint Thomas More Center News:**

The Saint Thomas More Center will be holding their Open House on Sunday, May 15, 2016 from 12:00 pm to 4:00 pm. The flyer is attached. Please promote this to your families. It should be a fun way to experience the unique opportunities available to children and teens at CYC.

Attached to this e-mail is a Saint Thomas More Center Gala Save the Date. The gala will be held on September 17, 2016. Based upon the comments of those who participated in their first gala last year, everyone is sure to have a great time. For more information about the open house or gala contact the staff at the Saint Thomas More Center at 515-309-1936.

**St. Pius X parish sponsors “Encounter” in May:**

St. Pius X parish in Urbandale is sponsoring an event at called ENCOUNTER. It is a night of adoration with praise and worship. Although St. Pius X is hosting the event, it is open to all parishes in the diocese and meant to be multi-faith and multi-generational. Terry Clark (Dowling Catholic theology teacher who for many years worked at the St. Thomas More Center) will be speaking and Fr. Joe Pins (Vocations Director for the Diocese) will be presiding. Those providing assistance with music are from multiple parishes.

For more information or to visit with Emily Schmid, please call her at 515-276-2059, ext. 148 or e-mail her at [eschmid@saintpiuschurch.org](mailto:eschmid@saintpiuschurch.org).

**Faith Formation Fiesta – May 19 at Ss. John & Paul parish in Altoona:**

Intergenerational faith formation has an incredible amount of inspiration and practical resourcing for helping form the domestic church. In this spirit our friends at Ss John and Paul parish in Altoona will be hosting a "Faith Formation Fiesta" for Catechetical Leaders and Leaders of Adult Faith Formation in May. Joan Weber, coordinator of the Family Bible Project and co-coordinator of Young Neighbors in Action for the Center for Ministry Development, is the guest presenter. Scheduled as part of the day will be opportunities to network and share ideas during two breakout sessions. Attached is the flyer.

Please register at: <https://ssjohnpaul.weshareonline.org/FaithFormationFiesta> by April 29, 2016. The fee for the entire day is \$25.00 per person or \$50.00 for your entire parish team.