



Catholic Communication Campaign

FAITH | WORSHIP | WITNESS

For people around the globe, access and exploration of the online world has become a part of daily experience. Whether it's connecting with friends through Facebook or Twitter, watching videos, or reading news articles online, our lives are affected constantly by the messages communicated through the Internet. Through the Catholic Communication Campaign (CCC), Catholics can use this new public square to "effectively promote the harmony of the human family" (Pope Emeritus Benedict XVI, *Message for the 47th World Communications Day*).

For example, in Africa, the Collection funded the Kenya Election Assistance Project, an initiative of the Kenya Conference of Catholic Bishops (KCCB), which used text messaging and other new tools to prevent violence during the 2013 elections. The initiative successfully sent messages through radio, television, and online media, touching the lives of the Kenyan people and encouraging them to address their differences by more peaceful means.

The Collection also touches the lives of individuals. During college, Susan was interested in the Catholic faith. However, the thought of entering a church or talking with a priest was intimidating. Through online social

media, she was able to ask questions to other Catholics in an informal way. After preparation, Susan was received into full communion with the Church at the Easter Vigil Mass. A local woman from the online community where Susan discovered her faith was even present with her at the vigil.

For Susan, online social media was an experience of catechesis and evangelization. "I found a real and living community," she said, "which went beyond the online environment into concrete relationships." Susan now shares her faith with all her friends—both Catholic and non-Catholic—through her social media sites. This would be impossible, she said, without the content provided by dioceses and organizations supported by the CCC.

As these examples show, this Collection allows us to tell the world about our experience of faith, worship, and witness. Your generosity is a direct act of witness in itself, as you further the communication of the gospel message. And remember, half of all donations stay in your (arch)diocese to support your local communication projects.

Please visit www.usccb.org (search "Catholic Communication Campaign") to learn about how our witness through communication is supported by the Collection for the Catholic Communication Campaign.

2012 Funding
\$3,750,811



Uses of Funds

■ Diocesan and National Projects	78%
■ Special Initiatives	16%
■ Developing Nations	6%

FAITH
WORSHIP
WITNESS



JOURNEY
WITH CHRIST

