



BEST
Advent
EVER

Parish Launch Kit

LETTER TO THE PASTOR

PULPIT ANNOUNCEMENTS

BEST ADVENT EVER TIMELINE

FREQUENTLY ASKED QUESTIONS

PROMOTIONAL ASSETS



Dear Father,

We want to partner with you to make this the best Advent in the history of your parish.

BEST ADVENT EVER is a completely free email program that has helped millions of Catholics refocus on God during the busiest season of the year. Each daily video from Matthew Kelly is less than 10 minutes, making it a simple and meaningful way to prepare for Christmas.

This year's program begins Sunday, November 29, with a 21-day journey through Matthew Kelly's book, *The Content Diet*. Parishioners will explore how the content they consume shapes their thoughts, habits, relationships, and spiritual lives.

On December 20, the journey continues with five days inspired by Brother Lawrence's *The Practice of the Presence of God*. This powerful book was recommended by Pope Leo! These reflections will help parishioners slow down during the week leading up to Christmas and recognize God's presence in everyday moments.

BEST ADVENT EVER is for everyone. And did we mention it's free? Parishioners can participate individually, with family or friends, or in small groups. Wherever they are in their faith, this journey will meet them there.

We hope you'll consider sharing **BEST ADVENT EVER** with your parish.

Thank you for the many sacrifices you make to serve God's people. We will be praying for you and your parish this Advent season.

With gratitude,
The Dynamic Catholic Team

Pulpit Announcement

1–2 WEEKS BEFORE ADVENT

When was the last time you had the kind of Advent that changed your life?

With Advent just around the corner, today I'd like to invite everyone to sign up for Dynamic Catholic's free series: **BEST ADVENT EVER.**

It's simple and easy. You'll receive a video reflection in your email inbox each day of Advent. Each video is 10 minutes or less, and the entire program is free.

This year's program is based on two amazing Catholic books. The first is *The Content Diet* by Matthew Kelly—which will challenge you to refocus your attention, put down your phone, and reclaim your life. The second is *The Practice of the Presence of God* by Brother Lawrence. This spiritual classic has transformed millions of lives—including Pope Leo's—and we can't wait to see how it impacts our parish.

To learn more and sign up, check this week's bulletin or visit BestAdventEver.com. Together, let's make this the best Advent in the history of our parish.

**PLEASE NOTE: We have found that announcements like these are most effective when explicitly endorsed by the pastor or even done by the pastor himself.*

Pulpit Announcement

FIRST SUNDAY OF ADVENT

Today, our parish begins BEST ADVENT EVER, a free daily video series from Dynamic Catholic designed to prepare our hearts for Christmas.

Each daily video is 10 minutes or less, and the entire program is free. We're encouraging everyone in the parish to sign up and it's not too late to join us.

To sign up, scan the QR code in this week's bulletin or go to BestAdventEver.com.

Let's make this our parish's best Advent ever.

**PLEASE NOTE: We have found that announcements like these are most effective when explicitly endorsed by the pastor or even done by the pastor himself.*

Timeline

BEFORE ADVENT (1-2 WEEKS BEFORE)

Whenever your parish sees fit prior to the First Sunday of Advent, launch and explain the program.

Introduce BEST ADVENT EVER using **Pulpit Announcement 1**.
Ensure parishioners can easily sign-up at BestAdventEver.com.

- Use **Pulpit Announcement 1** at Mass
- Post **Bulletin Ad** in your parish bulletin as you see fit throughout the weeks leading up to Advent
- Utilize **Social Ads** on your parish's website and social media pages

FIRST SUNDAY OF ADVENT PROGRAM BEGINS — 11.29

Begin 21 Days of The Content Diet

Use **Pulpit Announcement 2** to welcome participants and get the parish excited.

- Use **Pulpit Announcement 2** at Mass
- Post **Bulletin Ad** in your parish bulletin and direct people to sign up
- Continue using **Social Ads** to increase awareness as needed

SECOND AND THIRD SUNDAYS OF ADVENT 12.6 AND 12.13

Sustain participation. We've seen the best results when the pastor ties the program into his homilies throughout Advent.

- Mention in Sunday Mass homily
- Encourage parishioners to share how their experience is going

FOURTH SUNDAY OF ADVENT THE CHRISTMAS WEEK RETREAT — 12.20

Launch The Ultimate Christmas Week Retreat. Transition to Brother Lawrence's *The Practice of the Presence of God*. Invite parishioners to find peace during the busiest week of the year by recognizing God in ordinary moments.

- Mention in Sunday Mass homily
- Invite parishioners to sign up just for the Christmas Week Retreat (this is a great way to reengage anyone who has dropped off throughout Advent, as well as encourage new sign-ups!)

CHRISTMAS DAY — 12.25

Celebrate the parish's best Christmas ever. We hope these short daily reflections have brought you and your parish clarity, joy, and peace.

- Did you know? Many of the books we feature for BEST ADVENT EVER are available to purchase for just \$2 a copy and can be handed out at Christmas Masses? [Learn more here.](#)

FAQs

A FEW HELPFUL ANSWERS

QUESTION 1: How will this program utilize both *The Content Diet* and *The Practice of the Presence of God*?

ANSWER: The first 21 days of this program will dive into *The Content Diet* and challenge you to rethink the content you consume. Starting Sunday, November 29, you'll receive a daily video from Matthew Kelly, guiding you to reclaim your attention, choose better content, and have the best Advent of your life! This first part will end on Saturday, December 19.

But BEST ADVENT EVER continues! The Ultimate Christmas Week Retreat starts on the 4th Sunday of Advent (December 20). This 5-day video series will guide you through *The Practice of the Presence of God* by Brother Lawrence. Find peace during the busiest week of the year by spending a few minutes each day reflecting on how to encounter God in the ordinary leading up to Christmas Day.

(Pro Tip: This is a great way to reengage anyone who has dropped off throughout Advent, as well as encourage new sign-ups at BestAdventEver.com.)

QUESTION 2: Do I have to buy any books to participate in the BEST ADVENT EVER program?

ANSWER: No, purchasing *The Content Diet* and *The Practice of the Presence of God* is not required—but it is recommended! Both books will deepen your experience and inspire you to have the best Advent of your life!

Did you know? Many of the books we feature for BEST ADVENT EVER are available to purchase for just \$2 a copy and can be handed out at Christmas Masses? [Learn more at DynamicCatholic.com/Gift](https://www.DynamicCatholic.com/Gift).

QUESTION 3: How long is each daily video?

ANSWER: The videos are less than 10 minutes each. They are meant to be a quick, meaningful way for you to intentionally connect with God each day of Advent as you get ready for Christmas.

For more information, visit [BestAdventEver.com](https://www.BestAdventEver.com).

Promotional Assets

EVERYTHING YOU NEED TO SHARE BEST ADVENT EVER WITH YOUR PARISH



Bulletin Ads

Half & Full Pages

[Download Here](#)



Poster

24 x 36"

[Download Here](#)



Screen Display

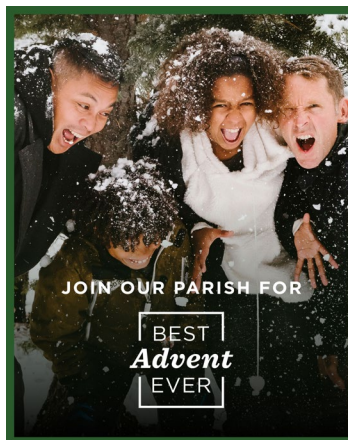
1920 x 1080

[Download Here](#)



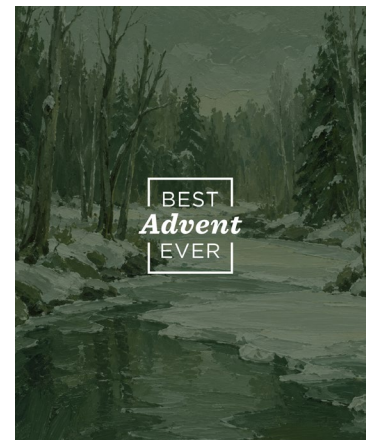
Social Post 1

[Download Here](#)



Social Post 2

[Download Here](#)



Social Post 3

[Download Here](#)