



BEST *Advent* EVER

**A Guide to Helping Your Parish
Prepare for Christmas**

At Dynamic Catholic, we are committed to developing world-class resources that inspire Catholics and their parishes to rediscover the genius of Catholicism.

BEST ADVENT EVER is one of those resources—and it's transforming parishes across America.

WHAT IS BEST ADVENT EVER?

It's a free email program that will help you and your parish slow down and focus on what matters most during this busy season. You'll experience Advent in a way you've never experienced it before—leading to the best Christmas of your lives!

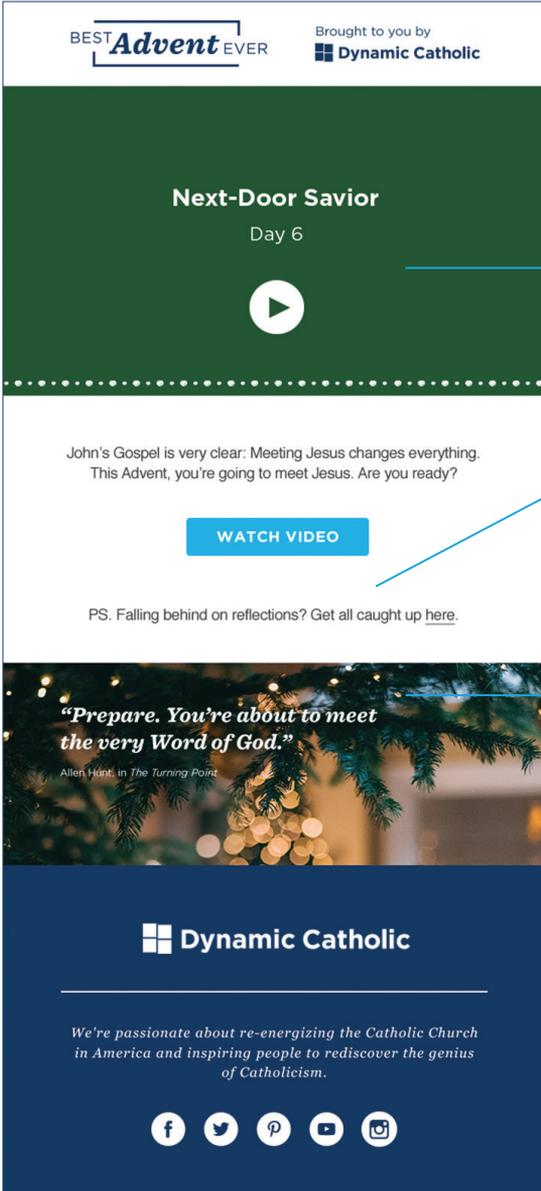
HOW DOES IT WORK?

1. You encourage everyone in your parish to sign up at **DynamicCatholic.com/YourParish**.
2. Starting December 2, the first Sunday of Advent, participants receive daily emails with short inspirational videos from Allen Hunt and Matthew Kelly, practical tips to incorporate into their everyday lives, and real-life stories to encourage them in their faith journeys.
3. Throughout Advent, participants will discover how to slow down and focus on what really matters in preparing for Christmas.

WHAT DOES THE PROGRAM LOOK LIKE?

Get a sneak peek of BEST ADVENT EVER.

DAILY EMAILS



Link to short, inspiring video on the BEST ADVENT EVER program page (see next page)

Rotating "PS" messages that highlight helpful features

Shareable quote of the day

PROGRAM PAGES

BEST Advent EVER REFLECTIONS RESOURCES INVITE YOUR FRIENDS SIGN UP

DECEMBER 07

VIEW VIDEO TRANSCRIPT VIEW BIOS

[Previous Reflection](#) [View All Reflections](#) [Next Reflection](#)

Next-Door Savior

FOCUS
Encountering Jesus will change your life. No doubt about it.

ACT
Take a look around your house. What would you change if Jesus moved in next door?
Today's video features excerpts from Session Two of The Turning Point: Eight Encounters with Jesus That Will Change Your Life (now available).

PRAY
Come, Jesus. Be my neighbor. Be my friend. Move into my heart. I trust you to change my life.

"Prepare. You're about to meet the very Word of God."
ALLEN HUNT in The Turning Point

SHARE THIS QUOTE

It's not too late . . .
Sign up for Best Advent Ever or invite your friends now! Join the thousands of people who have already signed up and prepare for Christmas in a whole new way.

Are you good at preparing?
Let us know in the comments!

DynamicCatholic.com
Be Bold. Be Catholic.
859-980-7900
info@DynamicCatholic.com

Videos from Allen Hunt, Matthew Kelly, and the Dynamic Catholic team.

Video transcription available

Easily browse all previous video reflections

Theme to focus on throughout the day

One practical way to live out the theme in everyday life

Simple prayer to prepare your heart for Jesus

Inspiring quotes to share on social media

Join the discussion by sharing your thoughts on the question of the day

WHAT ARE PEOPLE SAYING
ABOUT BEST ADVENT EVER?

**Last year nearly
a million people
participated in one of our
free email programs.
Your parishioners
can have the same
life-changing experience
this Advent.
Here's what people
are saying about
BEST ADVENT EVER.**

“Very inspirational and a great way to prepare for Christmas!” – *Doug, Ohio* ★★★★★

“I loved it. The information was thought-provoking, the length of the videos was perfect, and you seemed to have a direct line of vision into my heart; every day, I felt like the emails and videos were speaking directly to me.”

– *Katie, Michigan* ★★★★★

“Fantastic . . . Very inspirational and very practical.”

– *Brian, Arizona* ★★★★★

“It was just what I needed for this time in my life.”

– *Adrienne, Maine* ★★★★★

“I loved BEST ADVENT EVER. Made my Advent so much more fruitful!” – *Mary, New York* ★★★★★

WHY SHOULD YOU BRING BEST ADVENT EVER TO YOUR PARISH?

How many of the people in your parish had a memorable Advent last year? Or the year before that?

Advent happens every year, but for most Catholics, it's just an afterthought—most Catholics have never had a memorable Advent. You can change that.

BEST ADVENT EVER will engage everyone in your parish in a deeper experience of the coming of Jesus at Christmas. But that's not all.

BEST ADVENT EVER WILL . . .

- **Re-energize your parish community.** Incredible things happen when a parish does something positive together. BEST ADVENT EVER will strengthen the sense of community in your parish.
- **Inspire your fellow parishioners to become the-best-version-of-themselves.** With inspiring videos, practical tips, and simple prayers, BEST ADVENT EVER provides a framework for taking one step toward your best self each day.
- **Increase engagement in your parish.** With parishioners' spiritual lives re-energized, they'll be inspired to get more involved in your parish.
- **Encourage your fellow parishioners to discover what matters most.** BEST ADVENT EVER will help them slow down, gain clarity about what matters most in life, and begin to anticipate Christmas with eager hearts.



HOW CAN YOU PROMOTE BEST ADVENT EVER?

We've made it easy for you to promote BEST ADVENT EVER in your parish. Your BEST ADVENT EVER packet includes **pulpit announcements, bulletin announcements, flyers, posters, and business cards** to get you started.

Visit [BestAdventEver.com/Resources](https://www.BestAdventEver.com/Resources) to access and download additional resources for free.

PULPIT ANNOUNCEMENTS

Promoting BEST ADVENT EVER during Mass can really grab your parishioners' attention and generate interest. Use this announcement at Masses leading up to Advent.

BULLETIN ANNOUNCEMENTS

Your parish bulletin provides a perfect opportunity to promote BEST ADVENT EVER. Download the digital announcements and include them in bulletins leading up to Advent.

FLYERS

Handing out flyers is one of the best ways to personally invite people to participate in the program. If your parish has a school, ask the school to send the flyers home with the students. You can even insert the flyers into your Sunday bulletin.

POSTERS

Hang the posters in high-traffic areas to encourage your parishioners to sign up.



BUSINESS CARDS

These little cards are a simple way to remind people to sign up for the program. Hand them out as people leave Mass, and encourage parishioners to share them with others once they've signed up! We have a limited amount of extra business cards available. Call our Mission team at (859) 980-7900 if you would like more.



EMAILS

Email is one of the easiest ways to promote the program. Visit **[BestAdventEver.com/Resources](https://www.bestadventever.com/resources)** to access an email you can forward to your parishioners in the weeks leading up to Advent.

SOCIAL MEDIA

Facebook and Twitter are great channels for spreading the word about BEST ADVENT EVER. Post and tweet announcements, reminders, and links to sign up on your parish's social media sites. You can even do the same with your personal social media accounts.

SUPPLEMENTAL STUDY GUIDE

With additional discussion questions and bonus material, our easy-to-use study guide will help groups and parishioners have an even deeper experience with BEST ADVENT EVER.



Our Mission

To re-energize the Catholic Church in America by developing world-class resources that inspire people to rediscover the genius of Catholicism.