

A person stands in a field of tall, golden-brown grass, looking towards a range of mountains. The mountains in the background are partially covered in snow. The foreground and middle ground are framed by a thick, dark red border. A semi-transparent white square is centered over the person, containing the text "BEST LENT EVER®" in a bold, black, sans-serif font. The word "BEST" is on the first line, "LENT" is on the second line, and "EVER®" is on the third line. The person is wearing a light blue t-shirt and dark pants.

**BEST
LENT
EVER®**

**A GUIDE TO A
LIFE-CHANGING LENT**

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

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

WHAT IS BEST LENT EVER?

It's a free daily email program that will guide you and your parish on an incredible journey toward the-best-version-of-yourself. From Ash Wednesday to Easter, you'll all discover simple ways to transform your lives in forty days.

HOW DOES IT WORK?

1

You encourage everyone in your parish to sign up at **BestLentEver.com/ParishSignUp**.

2

Starting Ash Wednesday (March 6), participants receive daily emails with short inspirational videos from Matthew Kelly, practical tips to incorporate into their everyday lives, and personal stories from Dynamic Catholic team members.

3

Throughout Lent, participants will learn how to open their hearts to God and do more than just give up chocolate for Lent . . . leading to their best Lent ever.

What does the program look like?

Get a sneak peek at BEST LENT EVER's look.

Daily Emails



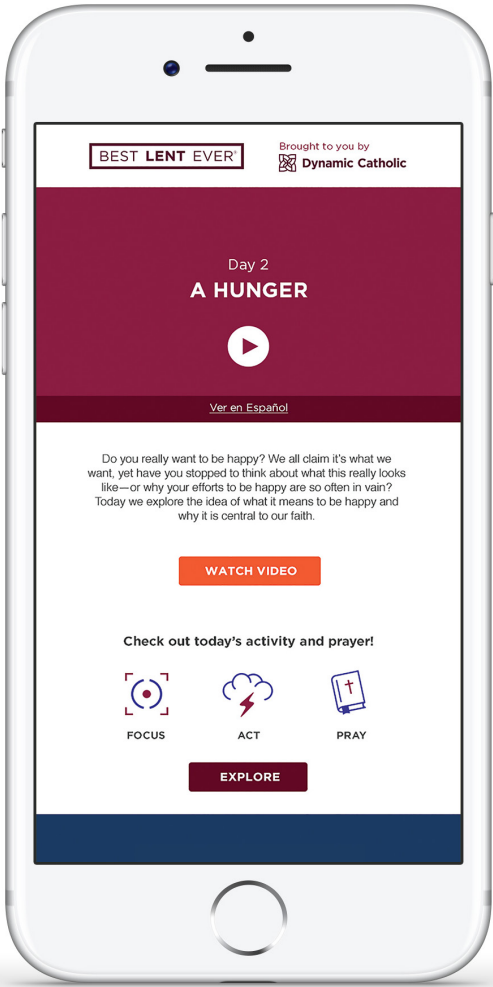
Link to short
inspiring video on the
BEST LENT EVER
program page
(see next page)



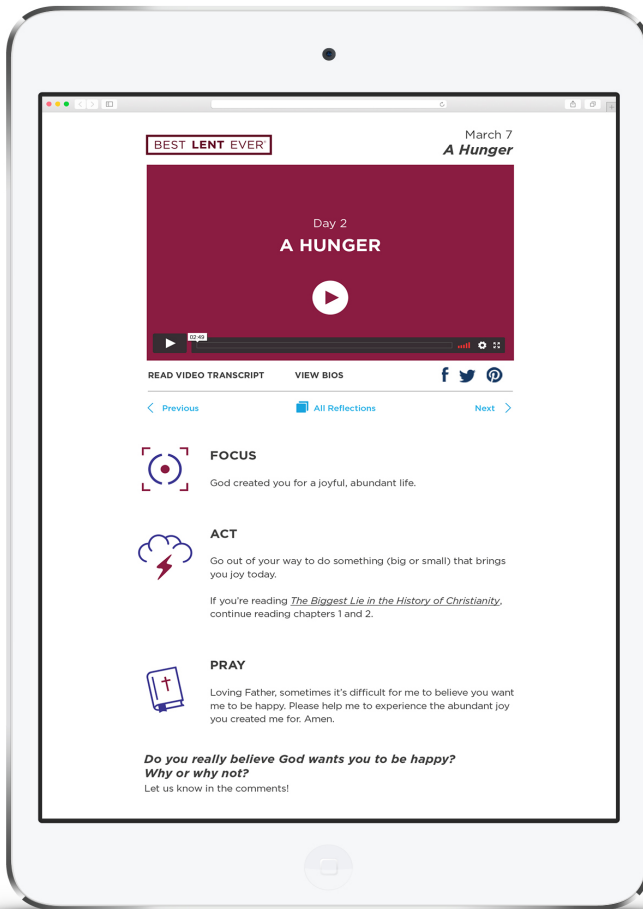
Link to program
page in Spanish



Link to Focus, Act
Pray reflections



Program Pages



Videos from Matthew Kelly and the Dynamic Catholic team



Video transcription available



Theme to focus on throughout the day



One practical way to live out the theme in everyday life



Simple prayer to open your heart to the message each day

Comments section with a question for discussion

Last year more than
one million people
participated in one of our
free email programs.
Here's what people are
saying about
BEST LENT EVER.

What are people saying about BEST LENT EVER?



"I looked forward to waking up each morning to hear the messages from Matthew and his incredible staff."

—Kate



"The BEST LENT EVER videos were very insightful and helpful for a meaningful Lent."

—Cindy



"Thank you for helping my Lenten journey and Easter celebration have so much more meaning!"

—Julie



"I liked starting each day with a clear message and something to focus on that day."

—Johnny



"I have enjoyed taking part in BEST LENT EVER for two years in a row now. I am a big fan."

—Aileen

Why should you bring BEST LENT EVER to your parish?

How many of the people in your parish had a truly life-changing Lent last year? Or the year before that?

Lent happens every year, but for most Catholics, it's not an incredible experience. It's just a time when they give up chocolate or some other food or activity they enjoy, then go back to it at Easter. You can change that.

BEST LENT EVER will take everyone in your parish on an exciting forty-day journey to become the-best-version-of-themselves. But that's not all.

BEST LENT EVER WILL . . .

- **Re-energize your parish community.**

Incredible things happen when a parish does something positive together. BEST LENT EVER will strengthen the sense of community in your parish.

- **Inspire your parishioners to take the next step in their faith journey.**

With inspiring videos, practical tips, and simple prayers, BEST LENT EVER provides a framework for growing closer to Jesus and deeper in faith each day.

- **Increase engagement in your parish.**

With their spiritual lives re-energized, your parishioners will be inspired to get more involved in your parish.



How can you promote BEST LENT EVER?

We've made it easy for you to promote BEST LENT EVER in your parish. Visit **BestLentEver.com/ParishResources** to access free resources including bulletin and pulpit announcements, posters, flyers, business cards, pre-designed emails, shareable images for social media, and a supplemental study guide for this year's companion book, *The Biggest Lie in the History of Christianity*.

BULLETIN ANNOUNCEMENTS

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

PULPIT ANNOUNCEMENTS

Promoting BEST LENT EVER during Mass can really grab your parishioners' attention and generate interest. Use the provided announcement at Masses leading up to Lent.

POSTERS

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

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.



BUSINESS CARDS

These little promotional 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!



There are extra cards available in quantities of 250 that are perfect for Ash Wednesday Mass. Visit **BestLentEver.com/250Cards** or call our Mission team at (859) 980-7900 to order them for free (no shipping cost)!

EMAILS

Email is one of the easiest, quickest ways to promote the program. Visit **BestLentEver.com/ParishEmail** to access a predesigned email you can forward to your parishioners to encourage them to sign up for BEST LENT EVER.

SOCIAL MEDIA

Facebook and Twitter are great channels for spreading the word about BEST LENT 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 FOR *THE BIGGEST LIE IN THE HISTORY OF CHRISTIANITY*

This year's BEST LENT EVER program is based on Matthew Kelly's latest book, *The Biggest Lie in the History of Christianity*. Our easy-to-use study guide will help groups and individuals at your parish dive deeper into the book and the program.

OUR MISSION

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



**Dynamic
Catholic**