

Dynamic Catholic Partners With Flocknote To Deliver Life-Changing Content Directly To Parishes Nationwide

Parishes can now easily share content that will spark community dynamism and deeper conversion

ERLANGER, KY, February 13, 2023 — Dynamic Catholic, an organization founded by Matthew Kelly and best known for its innovative approach to evangelization and life-changing content, has partnered with Flocknote, the premier communication management tool helping Catholic parishes engage, inform, and inspire their parishioners.

For each of the past five years, Dynamic Catholic's *Best Lent Ever* experience has inspired over a million Catholics worldwide to rediscover the meaning and joy that comes through a life with God. Now, when the partnership with Flocknote is formally launched this Lent, parishes will be able to offer that same experience directly to their parishioners.

"The impact *Best Lent Ever* has had on millions of people is rewarding and life-changing, but we felt called to more," said Jack Beers, Vice President of Ministry at Dynamic Catholic. "Giving the keys to this content directly to parishes via Flocknote means those parishes will soon see the life-altering impact it has in the context of their own community. They'll get the credit, and that's what we want."

Flocknote, used by thousands of parishes nationwide, includes email, texting, and development tools to make engagement with parishioners effortless. Instead of Catholics going directly to Dynamic Catholic for *Best Lent Ever*, the parish gets the full benefit of a community-wide experience through Flocknote. Matthew Warner, Founder and CEO of Flocknote, says he's ecstatic that whole parish communities will have the opportunity to go through this life-changing program together, creating a real spark in the life of the parish community.

"The ability to unleash Dynamic Catholic's *Best Lent Ever* program free to parishes nationwide is a powerful next step in our mission to support the evangelization efforts of every parish in America," said Matthew Warner, Founder and CEO of Flocknote. "With this life-changing content, parishes can enter into a dynamic conversation within their faith community, leading to renewed commitment to God, one another, and their parish."

The partnership with Flocknote is Dynamic Catholic's first in several years. Beers says that this was intentional:

"At Dynamic Catholic, we've been very disciplined for many years in delivering the promises of the mission. As a result of that, we haven't had the bandwidth for collaboration. That's changed now. And it's a strategic move. The first of many collaborations to come. I'm so glad it's starting with Flocknote and serving parishes directly. So there will definitely be more exciting content from Dynamic Catholic made available to parishes through Flocknote all year long. What's next exactly, depends on what we learn from *Best Lent Ever!*"

For parishes interested in doing Best Lent Ever with their whole parish this Lent...visit flocknote.com/best-lent-ever

For more information and a complete press kit, visit dynamiccatholic.com/media

Jack Beers is available for comment. To request an interview, contact Carrie Kline at carriek@revolutionizingmissions.com.

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