

AMBASSADOR TOOLKIT



2018

Dear Friend in Christ,

This past summer, thousands of Catholics had their faith strengthened and their lives changed through a renewed encounter with the love of Jesus Christ and the power of the Holy Spirit. For some it was the worship, others Adoration, for others it was through the inspired preaching of some of the best evangelists, apologists, and theologians the Church has today. But all who came thirsting for more were satisfied. We rejoice in the faithful love of Jesus who made poured out His grace in abundance.

We also rejoice that several hundred of the guests we served came as part of our Steubenville Ambassador Program. Someone from their parish or community cared enough to invite and help bring them as part of a group.

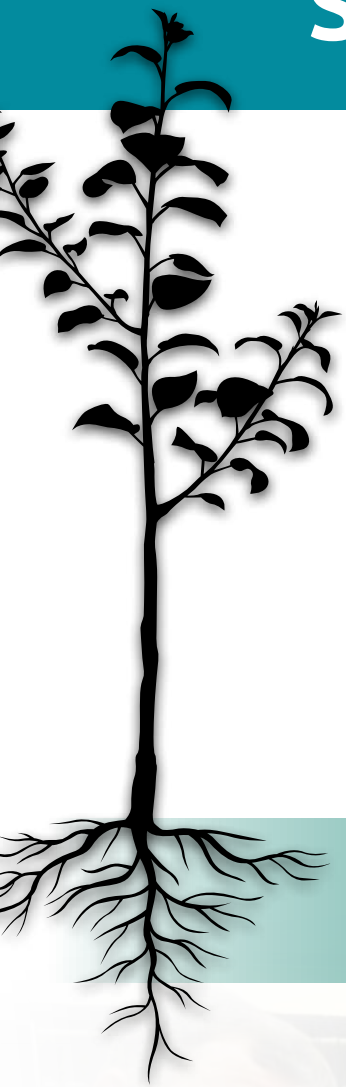
We started the Steubenville Ambassador Program to give those who desired to evangelize others and transform their parishes, the tools, support, and incentives to complete their mission. All Catholics have a duty to evangelize. This can be accomplished through a simple “Come and see” invitation. In the gospel of John, Andrew introduces Peter to Jesus (John 1:42). This encounter starts Peter’s conversion and gives the Church her first Pope. Throughout the life of the Church, God has used ordinary people doing simple acts to accomplish amazing things. That is the heart of being a part of our Steubenville Ambassador Program. When you invite someone to be a part of a Steubenville Conference, you are inviting him or her to personally discover the joy of knowing Jesus and the transforming power of His love.

This manual contains the information you need to strategically and effectively build your group and help them get the most out of their conference experience.

SO, HOW DO I BEGIN?

START WITH ROOTS

Any tree that we wish to grow up tall and strong must have deep roots. This is also true of our service to God. You should begin your mission as we should begin all things: in prayer. The most important thing you need to do throughout the entire process is trust in and cooperate with the Holy Spirit. He is the one empowers us and He will be the one who will move the hearts of others. He will give us the strength and patience to persevere and He will be the one who makes your conference experience amazing.



SOME KEY DECISIONS

If you do not already have a clear idea of what God is calling you to do, you need to make a few important decisions. They include:

- Which conference will you be attending?
- How many people are you going to bring with you?
- Do you plan to recruit your group just from your parish, or from a cluster of parishes?



WHAT DOES BEING AN AMBASSADOR ENTAIL?

HIGHLIGHTS OF BE AN AMBASSADOR

- You attend the conference of your choice and bring at least 10 other people with you.
- All first-time attendees in your group will receive a \$20 discount.
- You will receive a \$20 reimbursement for every person you bring.
- If you bring 20 or more people, you will also receive an exclusive Ambassador t-shirt
- There are no limits on the number of people you can have in your group.

ALL AMBASSADORS WILL:

- Be entered into drawings throughout the year to win great prizes to help you grow in your faith.
- Have their names placed on our Ambassador web page.
- Be lifted up in prayer weekly by the staff of the Christian Outreach Office.
- Be invited to special webinars that will equip you for your mission.



TIPS FOR AMBASSADORS

If you plan on being an Ambassador, most likely you are going to be inviting someone you are already friends with or at least someone you know. You may be doing something gutsy and inviting someone you do not know at all. If the person is someone you know who needs to grow in their relationship with God, you will want to not just invite them to the conference but accompany them on their spiritual journey. Pope Francis calls this the “art of accompaniment.”

The art of accompaniment is walking with another person toward God, much like Christ with His disciples on the road to Emmaus. Here are a few things to keep in mind as you seek to accompany your guest:

- **It's invitational** – We don't impose, we ask permission. We are there to serve.
- **We need humility** – We cannot change people, we are only God's instruments.
- **We need to be gentle and patient** as we seek to build our group.
- **We need to accept people where they are at** and pray they grow as God gives them the grace.
- **We need to be ready to encourage** and call forth spiritual maturity as the opportunities present themselves.
- **We need to be constantly praying** for the wisdom and right judgment to see where God is leading and the power to love people through every phase of their journey.

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TIPS FOR PARTICIPATING AS AN AMBASSADOR

Building a group is much more involved than just bringing one friend. Having a plan is key to success. Here is a recommended process:

- Determine the size of the group you wish to bring.
- Create a Core Team of 3 to 5 people who will help build the larger group and invest in them with prayer, resources, and encouragement.
- Set up a timeline with goals for building your group. E.g.: I will recruit 5 people a week for the next month or My team will recruit 20 people a month for the next two months.
- Determine which groups, parishes, and individuals you wish to approach

TIPS FOR SELECTING THE MEMBERS OF YOUR “CORE TEAM”

Who you pick to serve on your Core Team could greatly impact the success of your team’s ability to build a group. When choosing Core Team members, follow these guidelines:

- When selecting individuals to join your team, ask yourself, “is this person a ‘people person’?” A “people person” is naturally gifted with conversational skills, persuasive skills, and the ability to motivate someone. You’ll definitely want a “people person” on your team.
- Select individuals who know others, or who are well-known in the parish or local area. This will give you a greater chance of quickly finding people to join your group and attend a conference together. If you and each of your Core Team members knows of 3-5 individuals who would likely join you this summer at a conference, then you’ve already halfway (or more than halfway) towards your goal of bringing 20 people to a conference.
- If you are completely unsure of who to ask to join your Core Team, or if you don’t know anyone in your parish but still wish to organize a Core Team, then begin your search by looking for individuals who regularly attend daily Mass, adoration or are involved in several parish ministries. Involvement in the parish is often a good indicator of someone who could make a valued member of your Core Team.

HOW DO YOU INVITE SOMEONE TO A STEUBENVILLE CONFERENCE?

1. **Keep it invitational.** In *Evangelii Gaudium*, Pope Francis proclaims, “I invite all Christians, everywhere, at this very moment, to a renewed personal encounter with Jesus Christ.” He uses the language of invitation. Christ, himself, invited people to “Come and See.” As an ambassador, you are inviting people to come and see how amazing the conferences are.

2. **Speak to their hearts in the invitation.** Saying things like, “God touches lives at the Power and Purpose Conference. If you are looking for deeper peace or joy or to be strengthened in your faith, this is something that could really help you” is a good approach. Oftentimes, people are unaware of their own spiritual need. Your words can help them identify that. There are talking points included later in this document that will give you the “heart words” to describe the mission and purpose of each of our conferences.

After you tell your story, you will want to transition to the invite. Be assured, the invitation is key. Here are a few tips on making a good invitation to the Steubenville Conferences.

3. **Avoid words that might cause guilt or feelings of condemnation.** It is important that while we want to strongly encourage people to go, that we do not try to guilt them in to coming by saying something like, “If you really care about your faith you will go to this conference.” People sometimes need a gentle nudge on their journey but being pushy is not the way to motivate people.

4. **If needed, give people time to make a decision.** It is big decision and they may need time to make arrangements, etc. Make a plan to follow up with them. Give them a copy of the conference flier to remind them.

EXAMPLE

This summer there is the Power and Purpose conference. It is a weekend conference held on the campus of Franciscan University in Steubenville, Ohio. I plan on going and I want to invite you to come with me. The conference has great speakers, great music and you will have the opportunity to have your life touched by the power and person of the Holy Spirit. We can spend the weekend with hundreds of other Catholics growing in faith. It is exciting and moving and one the best weekends you will have this year. It would be great to share this weekend with you. This year, the conference office is offering a special offer for new participants. If you come with me, we both will receive a \$20 discount.

This, of course, is not the exact way you need to ask but a simple suggestion. Once again, we have included talking points about every conference that you can use to invite and explain what the conference experience is all about.

HOW TO EXPLAIN WHAT A STEUBENVILLE CONFERENCE IS

The Mission of the Steubenville Conferences:

The mission of the Steubenville Conferences is “Go, Rebuild My Church”, as heard by St. Francis of Assisi from our Lord. Our mission is to help our participants authentically encounter Christ, truly experiencing His unconditional love. Our Conferences are sacramentally based and Eucharistic centric. We are known for our Catholic orthodoxy in addition to dynamic praise and worship and impactful talks given by speakers who are relevant to our audiences, whether youth, young adult, or adult.

Every Steubenville Conference Features:

- National ministry team members that are not always available for local or diocesan events. The size of our teams and the various backgrounds ensure all participants are engaged and receive a variety of enthusiastic and passionate presentations.
- Practical training for leaders in various fields of ministry that equip Catholics to be powerful witnesses and leaders in the faith.
- The opportunity to experience the beauty and spirit of the Franciscan University’s campus and be served by loving and faith-filled students from the university. Many people travel for hours to be a part of what they call their annual spiritual getaway.
- Dynamic praise and worship that draws the heart into the presence of God and makes the liturgy come alive.
- Personal encounters with Christ in the Sacraments, especially Eucharistic Adoration as well as a fresh outpouring of the Holy Spirit that leaves participants refreshed and energized.
- The opportunity fellow Catholics from across North America that share the same hunger and love for Christ and His Church.

FOR INDIVIDUALS

- An awakening of faith
- A deeper awareness of God’s presence
- The joy of the Gospel
- Practical training and the courage to share the faith
- A renewed spirit
- Peace of mind

FOR PARISHES:

- Enlivened faith
- People who are equipped to lead in the faith
- Greater sense of community
- More engaged believers



*"SPREADING
THE FAITH IS A
SPIRITUAL WORK
OF MERCY"*

FINAL THOUGHTS

Once again, thank you for being an AMBASSADOR. We greatly appreciate your service.

Spreading the faith is a spiritual work of mercy so please be sure to take extra time to pray for those you are going to invite and for the Holy Spirit to guide you in these efforts. This resource packet is simply a collection of ideas and suggestions to make your job easier. The best thing is to use it in the best way that fits your circumstances.

You are not alone in this effort. We will be praying for you by name as you go through the process of inviting your friends, family members, and co-workers. If you have any questions or need any assistance, please feel free to email John Beaulieu at jbeaulieu@franciscan.edu.

God bless you!

The Christian Outreach Team