



2018 LAUNCH KIT COVER LETTER

Welcome to the Evangelical Catholic's (EC) 1% Challenge™ Launch Kit. The 1% Challenge™ is a tool designed to help grow in prayer; the concept is to preserve 15 minutes each day for direct dialogue with God. As a practical outcome, parishioners will be invited to take the 1% Challenge™ 30-Day prayer pledge. This is a pledge to pray for at least 15 minutes a day, using Scripture, for 30 days.

Launch

Anyone Can Do This! We have developed this kit to help make your 1% Challenge™ launch successful! With the information enclosed on this page, you can feel confident launching the 1% Challenge™!

Anyone Can Do This!

The presenter simply needs to describe the purpose of the 1% Challenge™ (above), then offer an explanation and some tips.

Why: We are overwhelmed, our lives are stuffed full of obligations and constant rushing to get to the next thing. Now more than ever, we could benefit from deepening our relationship with God.

How: The 1% Challenge™ helps provide the framework to allow daily prayer. It begins with you devoting a small amount of time and creating a daily habit to deepen your relationship with God. Find a place or space to do this where you will not be distracted. Try to relax. Simply talk to God as a friend, expressing your truest emotions in the most genuine form.

We love when parishes can present the 1% Challenge™ as a larger event for a more comprehensive approach. If you're interested in hosting the 1% Challenge™ parish-wide, we also provide a Parish Launch Planner in your kit. While it is not a script with word-for-word instructions, it provides proven strategies to make your launch successful. The Planner Guide is full of publicity and executional suggestions, and the supplemental guides will provide a great primer framework from which your staff and parishioners can work from.

- Method of distribution: Once you sign the license agreement and the payment is received, you will be provided a link to an online folder containing of all the materials you can use for one year.

License Agreement

Since the 1% Challenge™ is trademarked by the Evangelical Catholic, you are required to sign the license agreement. This is a one-year, renewable agreement that allows you to use the 1% Challenge™ word mark and logo on your parish website, parish Facebook page, and parish bulletin.

Your 1% Challenge™ Kit Includes

1. 1% Challenge™ Cover Letter
2. 1% Challenge™ Orderable Printed Materials List
3. 1% Challenge™ Logo for use on your parish website, parish Facebook page, parish Instagram account, and/or parish bulletin.
4. 1% Challenge™ Launch Planner
5. 1% Challenge™ Response Card
6. 1% Challenge™ Parish announcement/email sample (optional)

What Additional Materials Will You Use?

We offer several high quality printed materials that you can order; images are provided on the [Orderable Printed Materials List](#). For specific questions regarding print offerings or ordering, please contact Cathy Rakers at the EC: crakers@evangelicalcatholic.org. Once you have selected your order quantities, the EC's fulfillment partner will collect payment and ship directly to your parish. We recommend ordering these in bulk as early as possible. They are printed on demand, so higher quantities net a lower cost per unit.

Available for Purchase

- **1% Challenge™ Cards (30-Day Kick Start)** We suggest ordering 1 per parish member.
- **1% Challenge™ Poster (General)** Post around the church to help saturate the message.
- **1% Challenge™ Pledge Banner (30-Day Kick Start)** Make a strong statement with this large banner for parishioners to sign, indicating their pledge to pray daily for 30 days.
- **1% Challenge™ Prayer Journal** - 5.5"x8.5" laminated and bound journal which accompanies the 30-Day Kick Start card. Introductory pages feature insights on prayer and the process of Lectio Divina to help daily prayer. The first half of the journal has 2 pages per day and includes the scripture reference from the 30-Day Kick Start card. The remaining pages are for prayer beyond the 30 days. All pages are lined for easy note taking.

Thank you very much for your commitment to encourage and nurture the need for prayer to encounter Jesus Christ more deeply. The 1% Challenge™ changes people's lives!