

PARISH SUBSCRIPTION OPTIONS

Parish Coverage or Leadership Coverage

YOUR AWARD-WINNING NEWSPAPER



Official Newspaper for the Catholic Diocese of Green Bay



AWARDED GENERAL EXCELLENCE

Catholic Press Association: United States & Canada





Letter from the Bishop

Dear Brothers & Sisters:

When I arrived in Green Bay, I spoke in broad terms about the importance of vocations, marriage strengthening, lifelong Catholic education, and spiritual development. I'm sure you agree **The Compass** plays an essential role in the adult education and spiritual development of our Catholics, and may be the only source of Catholic news some families receive. Our award-winning diocesan newspaper makes it easy and relatively inexpensive to reach all Catholics every week — right where they live. If the Lord should see it fit, perhaps one day we will see every Catholic home in every parish receiving **The Compass**.

Although my goal is that every Catholic home receive The Compass, I have reviewed the current mandate the Presbyteral Council voted for in 1999 to require all parishes to provide, at a minimum, subscriptions for all people who serve in parish leadership roles and I support this mandate. I am pleased that currently all parishes throughout our diocese are participating in the mandate. However, I would like to strongly urge your parish to consider increasing the number subscriptions your parish provides to Catholic households.

This brochure explains the coverage options for parishes. I strongly urge you to take a look at your current coverage to determine if you are reaching out to as many Catholic as possible through **The Compass**.

If you have any questions, please feel free to contact Amy Kawula, Advertising & Marketing Manager at The Compass, 920-272-8212, (877) 500-3580, ext. 8212 or e-mail akawula@gbdioc.org.

Thank you for all you do to support our diocesan newspaper and the important ministry of the Catholic Church.

Sincerely yours in Christ,

The Most Reverend David A. Ricken, DD, JCL
Bishop of Green Bay

You decide
**who shapes the minds of
Catholics in our Diocese**

The secular media, by default?

or

**The Compass,
your Diocesan Catholic newspaper, by design?**

It's your choice!

For more information please contact:

Amy Kawula - Advertising & Marketing Manager
920-272-8212 • 877-500-3580 ext. 8212 (toll-free within Diocese)
E-mail: akawula@gbdioc.org

A dozen ways The Compass can help you! Did you know?

www.thecompassnews.org

www.facebook.com/thecompassnews 

www.flickr.com/photos/thecompass 

www.instagram.com/thecompassnews 

www.twitter.com/thecompassnews 

THE COMPASS REACHES OVER 38,500 READERS PER WEEK AND OFFERS:

1

PRINT AND ONLINE CALENDARS:

A complimentary listing of parish events. Email your upcoming events to compassnews@gbdioc.org.

2

STORY IDEAS AND PHOTOS:

All story ideas and photos are welcome for both print and online. Send ideas and photos to compassnews@gbdioc.org.

3

WEDDING ANNIVERSARIES & OBITUARIES:

Send to www.thecompassnews.org/submit-anniversaries or www.thecompassnews.org/submit-obituaries.

4

CATHOLIC NEIGHBOR:

Know a Catholic who lives out his or her faith in different ways? Let us know. They may make an interesting story idea. Email information to compassnews@gbdioc.org.

5

COMPASS IN THE CLASSROOM:

For 25 free copies of The Compass and teacher worksheets, visit www.thecompassnews.org under Web Extras, Compass in the Classroom.

6

PRINT ADVERTISING:

Get your message seen by thousands of readers! Discounts for multiple insertions. Call Amy at (920) 272-8212 or email akawula@gbdioc.org.

7

WEB ADVERTISING:

Call Amy at (920) 272-8212 or email akawula@gbdioc.org to be visible 24 hours a day 7 days a week.

8

SUBSCRIPTION OPTIONS:

Leadership or parish coverage as low as \$15.50 each per year. Contact Amy at (920) 272-8212 or akawula@gbdioc.org.

9

COMPASS IN THE BULLETIN:

Free monthly insert available Monday by 9 a.m. prior to the first Sunday of the month at www.thecompassnews.org/compass-bulletin.

10

PARISH SNAPSHOT:

Submit a photo and caption for Compass in the Bulletin to compassnews@gbdioc.org.

11

MASS SCHEDULE:

Published four times a year — Holy Week, Spring/Summer, Fall/Winter and Christmas. Contact Barb at (920) 272-8208 or compasscirc@gbdioc.org to update information.

12

FAITH THAT WORKS:

Nominate a business owner, supervisor or anyone with management responsibilities who live their faith in the workplace at bit.ly/FaithThatWorks.

What The Compass has to offer

The Compass is the official newspaper of the Catholic Diocese of Green Bay. Its purpose is to inform and educate people of the Diocese through communications that proclaim Gospel values, report the news, and comment on issues as they pertain to the mission of the Catholic Church, which is to bring all in Jesus Christ to the Father.

Regular Features:

- Bishop David Ricken column
- Commentary on the Sunday Readings by Jesuit Fr. Jack Treloar, Norbertine; Fr. Alfred McBride and Secular Franciscan Vinal Van Benthem
- Local parish and diocesan news
- Spirituality and Stewardship columns by Julianne Stanz and Mary Ann Otto
- Weekly “Foundations of Faith” Spirituality column
- Inspiration, education, information
- Spirituality column by Fr. Ron Rohlheiser
- Youth pages for teens and kids

Free Bulletin Service:

We offer a free bulletin insertion service. We will mail your weekly bulletins with The Compass to every subscriber at no extra charge. (*Postal regulations apply.*)

Special Supplements:

- Vocations
- Catholic Schools
- Health
- Marriage
- Retreats
- Financial Life
- Diocesan Directory
- Death & Dying
- Mass Schedules
- Senior Life
- Sisters’ Jubilee
- Priests’ Jubilee
- Catholic Charities Annual Report
- Respect Life
- Family Life
- Deacons’ Jubilee
- New Evangelization Insert
- Campus Ministry Insert
- St. John the Evangelist Homeless Shelter Insert
- Stewardship Insert
- Spiritus Insert
- Living Justice Insert
- Rural Life
- Faith That Works
- Shrine of Our Lady of Good Help
- Allouez Catholic Cemetery & Chapel Mausoleum
- Retirements

Parish Coverage

Parish Coverage is 50% or more of contributing units.*

✝ **Why should I send *The Compass* to all parishioners?**

By mailing *The Compass* to every family, you reach them every week for minimal cost and effort.

Due to declining weekend Mass attendance, many people are not picking up your weekly bulletin. Mailing *The Compass* to your parish families is the only connection some families have to their Catholic faith. Insert your bulletin/newsletter free of charge, which will get your bulletin/newsletter into all homes.

Mailing *The Compass* brings evangelization, adult education and faith formation opportunities to each home.

✝ **Who decides which parishioners receive *The Compass*?**

The decision is yours! Some parishes send *The Compass* to all parishioners, some to people most active in the parish, some to the least active.

✝ **How much is Parish Coverage?**

Parish coverage is only \$15.50 per family per year - a savings of \$12.50 from the individual subscription rate.

✝ **How and when will I be billed?**

Billing can be customized for your convenience (ex. monthly, quarterly, semi-annually, annually).

✝ **How will our parish cover the costs?**

Parishes use different means to cover the costs which may include a special collection envelope.

✝ **Bulletin Insert Service**

We offer a FREE bulletin insertion service. We will mail your weekly bulletins with *The Compass* to every subscriber at no extra charge. (*Postal regulations apply.*)

**Contributing units are members that contribute \$100 or more to your parish annually.*

Leadership Coverage

Leadership Coverage is for primary leaders in the parish.

✝ **Why should I send *The Compass* to our parish leaders?**

Leadership coverage was mandated for all parishes in 1999 to ensure all leaders continually receive adult education and faith formation and remain aware of what is happening in our local and global church.

Also, *The Compass* can be provided as a gift of thanks for parish leaders' work and dedication.

✝ **Who are the primary leaders?**

Approximately 10% of your parish is composed of primary leaders, for example:

- Pastor/Parish Director, Deacon, Pastoral Associate
- Trustees, Parish Council, Finance Council
- Parish Secretary, Bookkeeper, Business Manager
- Committees for Stewardship, Education, Adult Education, Social Concerns, Evangelization, Respect Life, Building/Maintenance and Worship
- Lectors, Eucharistic Ministers, Music Ministers
- R.C.I.A. Coordinators, School Personnel and Religious Education Personnel

✝ **Who decides which parishioners receive *The Compass*?**

The decision is yours!

✝ **How much does it cost?**

\$21.50 per family per year.

✝ **How and when will I be billed?**

Billing can be customized for your convenience (ex. monthly, quarterly, semi-annually, annually).