

**To:** Pastors, Parochial Administrators and Parish Secretaries

**From:** BeeJae Visitacion – Coordinator for Evangelization, New Media, and Marketing

**Date:** February 14, 2017

**Subject:** 24 Hours for the Lord – Banner, Posters, and Prayer Cards

Hello!

Promotional materials for **24 Hours for the Lord** are shipping out this week! You will receive a banner, posters, and a set of English and Spanish prayer cards. Below you will find instructions for using these materials.

**Banner Instructions:**

- Please affix your banner in a prominent area where the web address is visible.
- Have your banner installed upon receipt, at least one week before Ash Wednesday (March 1) and no later than February 22, 2017.
- You may take down the banner any time after Sunday, March 18
- Take a picture of your banner and your location. Post it on social media using hashtags #24hoursfortheLord #dioceseofsacramento

**Poster Instructions:**

- Please hang your poster in high traffic walking areas.
- The poster includes the schedule for your specific deanery.

**Prayer Card Instructions:**

- 24 Hours for the Lord prayer cards come in English and Spanish.
- Please place these cards in an easy to access area.
- Make announcements about the **24 Hours for the Lord** and invite people to take a card starting on Ash Wednesday or the first Sunday of Lent.
- The prayer card includes an invitation on one side and the Act of Contrition on the other.

**Website:**

- The website listed on the printed materials provides the schedules for all 12 deaneries.
- The website will also provide ways to prepare for the sacrament of reconciliation.

On the advice of the Diocesan Presbyteral Council, we will be billing each parish \$75 for banner, posters and prayer cards. For additional resources and information, please visit [www.bit.ly/24Lord](http://www.bit.ly/24Lord)

Any further questions or to order additional materials please contact me at 916-733-0154 or email at [bvisitacion@scd.org](mailto:bvisitacion@scd.org).

Sincerely,



BeeJae Visitacion