

Spreading the Word About the OFS

In a past article, I referred to Article 45 of the OFS General Constitutions. If you reviewed the article, then you know that you are a member of the Vocations Committee. Don't worry, I won't be calling you to attend a meeting. Rather, I invite you to reflect on how you can fulfill that responsibility on a regular, if not daily, basis. In part, the article states:

The promotion of vocations to the Order is a duty of all the brothers and sisters and is a sign of the vitality of the fraternities themselves....

As an obligation, this is something that should be in the forefront of our minds, not just "I will get to it when I can." Often spreading the word is done without using words (by our actions)... but we also have to be ready to use words at opportune times.

The Vocations Committee is working with the Social Media Subcommittee to develop a strategy for getting the word out and tools to use to promote vocations to the Order.

The main goals of this effort are to:

- Inform the general public about the OFS;
- Develop and distribute outreach resources in digital and traditional formats;
- Stimulate an active dialog on how to live our faith and evangelical values;
- Create a digital space in support of OFS vocations and ongoing formation;
- Utilize social networking sites as effective tools for evangelization and promoting Franciscan vocations.

Initially, this effort is focusing on three areas:

- 1. Facebook Page
- 2. A Vocations Landing Page
- 3. Preparation/Update of printed materials

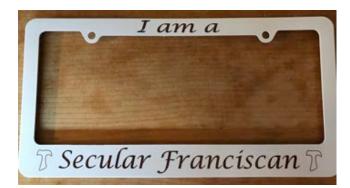
The landing page is being developed to provide basic information about the Order and graphics that tell the story about who we are and what we are all about. Updated templates of "printed" material (brochures and business cards) will be available on the NAFRA website in January 2017.

The various social media venues are great ways to get the word out. The Social Media Subcommittee is currently focusing on Facebook ("Like us" Secular Franciscans - NAFRA, USA on Facebook!), but they could use help with expanding to other social media venues. Email us at: <u>OFSVocationsCommittee@gmail.com</u> if you have some expertise to lend.

Check out and share the link for the new vocation testimonials posted to the Secular Franciscan Videos YouTube Channel. They are very inspiring stories!

As for some practical ways to promote vocations, the personal invitation still appears to be an effective means.

Another ice-breaker is available: A license plate holder (\$5 each plus postage):



These are great conversation starters...so don't be surprised if someone comes up to you to inquire. To order for yourself or your fraternity members, email:

OFSVocationsCommittee@gmail.com.

Thanks for fulfilling your duty to promote vocations. Please continue to share your success stories to inspire others.