

A Plan for Launching *The Search* in Your Parish During Lent 2021

The Search from FORMED is an innovative video-based journey that tackles the key questions of every human heart. In seven beautifully filmed episodes, Chris Stefanick and experts from the fields of science, medicine, psychology, art, and religion examine our place in the larger story of existence. [Watch the trailer here](#) and use it for promoting *The Search* in your parish.

It's easy for any parish that subscribes to FORMED to be part of this exciting journey. The entire seven-part series is available to parishes and their parishioners for free at www.formed.org. Parishes can promote *The Search* among their parishioners and in the broader local community, inviting individuals to join small-group studies—in person or virtual—to watch and discuss *The Search*.

Ready to get started? Here's a suggested plan for the launch of *The Search* in your parish.

A Model Schedule for *The Search* during Lent 2021:

Week of February 14:	Episode 1—What Do You Seek?
Week of February 21:	Episode 2—Who Are You?
Week of February 28:	Episode 3—Why a God?
Week of March 7:	Episode 4—What's Our Story?
Week of March 14:	Episode 5—Who Is Jesus?
Week of March 21:	Episode 6—Am I Saved?
Week of April 4:	Episode 7—Why a Church?

The Power of Parish-Wide Studies and Small Groups for *The Search*

Parish-wide studies conducted in small groups help Catholics become proactive in their own faith formation as individuals and families. By encouraging parishioners to take part in a parish-wide study, you empower individuals and families to begin practicing these holy habits and building up their faith on a regular basis, using the content available to them free of charge on FORMED.

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Planning a Parish-Wide, Small-Group Study for *The Search*

- **Days and Times:** Offering different days of the week and different times for *The Search* sessions is key in drawing in as many people as possible. Examples: a weekday in the morning; a weeknight; during the weekend after one of your Sunday Masses; offering a study for religious education parents while their kids are in class.
- **Offer In-person Studies:** Some parishes may be able to safely run in-person studies. This can look like FORMED or Bible study programs you have run in your parish before. Space out in your parish hall or meeting room and watch *The Search* as a large group. Then have small-group discussions (5–10 people).
- **Offer a Virtual Option 1:** Set a day and time each week for a small group (5–10 people) to meet online (Zoom, Google, Skype) to watch *The Search* together. Then have an online discussion. This will be about 1 to 1 ½ hours. Be advised that basic Zoom only allows 45 minutes.
- **Offer a Virtual Option 2:** Have everyone watch *The Search* on their own each week and then have a set time to meet online for 30–45 minutes as a group to discuss.
- [Sign-Up Genius](#) is a free registration tool that many parishes are using for *The Search*.

Free Promotional Material to Publicize *The Search* in Your Parish

FORMED has created promotional materials for *The Search*, making it simple to get the word out about your program. [They are posted here.](#)

- **January 23–24:** Begin promoting *The Search* and your small-group options for your parish:
 - Ask every staff member and ministry leader to lead a group.
 - [Order your guides for *The Search* for as low as \\$5.95 when you purchase 100 or more.](#)
 - Share the video on your social media and website (jpg logo attached).
 - Include a flyer in your bulletin (jpg attached).
 - Make an announcement at Mass.
 - Mail out an invitation to every family.
 - Gather a team of 20 callers to call 20 parishioners each.
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- **January 30–31:** Promote *The Search* and your small-group options for your parish. How to sign up:
 - Include a flyer in your bulletin.
 - Make an announcement at Mass.
 - If doing a give-away, such as a book or booklet, include a bookmark.

- **February 6–7, 13–14:** Promote episode 1 of *The Search*.
 - Post the teaser video for episode 1 on social media with a link to the FORMED full-length video.

- **Ongoing throughout Lent**
 - Promote *The Search* with the talking-points content available in the promotional package in homilies and pulpit announcements.
 - Every week, continue to promote the upcoming episode on social media, in the homily, and in pulpit announcements.

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