

Master Living Document for Subscription Clubs

Program Information

- What is it?

A great way to receive monthly donations to your parish while catechizing your parishioners! Talk to your Account Manager about doing a subscription club kick-off. CD of the Month Club, and mp3 of the Month Club are two of our most popular subscription clubs including Truth Be Told mp3 subscriptions for the youth and young adults in your life. Club members benefit by receiving our best monthly talks each month and your parish will accrue an ongoing monthly donation from Lighthouse for each active subscription.

· Who is the target audience?

- 1) The 65-70% of Catholics who don't attend Mass on a weekly basis.
- 2) All people of any faith who want to learn more about what our Catholic church really teaches through a personal order of 1 CD conveniently delivered to them every month.
- 3) Faithful Catholics who want to evangelize friends and family and others beyond their parish walls with a 2, 6 or 10 pack discount and help support their parish at the same time.

- Why should parishes use it?

- 1) Actively promotes parish involvement and stewardship
- 2) Financially helps to support the kiosk program
- 3) CDs and DLs give parishioners a tool to evangelize with
- 4) Encourages people to select additional titles from the kiosk
- 5) Helps put into words everything people want to tell their friends and family but can't remember when trying to share and express the faith.

· How is it implemented?

- 1) No ordering... No investment... No money management...
 - 2) Regular bulletin promotions of subscriptions to help grow donations
 - 3) Parish Kick-off announcement and sign-ups
 - 4) Gift Subscriptions
 - 5) Make link available on your parish website
- 3) Talk to your Lighthouse Account Manager for subscription kick-off planning information.

Product Flyers/Prospectus

[Parish CD of the Month Flyer](#)

[Fundraiser Overview](#)

[Parish Commissions Grid](#)

Pricing and Promotions

[Subscription Form](#)

[FAQs for Customers](#)

[CD of the Month Club FAQ](#)