



**unite our  
NATION**

Parish Organizational Playbook

September 2020 | Version 2



Thank you for considering leading a procession and rosary rally to help bring unity to our country. This book has been written by the people who organized a successful rally in Madison, Wisconsin on August 15, 2020. They are sharing all of their experiences to make it easier to organize your event.

If you agree to be a leader and plan a rally, we ask that you follow our gameplan very closely. We think you'll find these plans simplify the process and will answer most of your questions. Should you have any questions as you go through the process, you can reach us at [info@uniteournation.net](mailto:info@uniteournation.net), and we'll be happy to help.

Our prayer now is that through the sharing of our formula for success captured in this playbook, that the Holy Spirit will ignite fires nationwide to Unite Our Nation. Will you be the one to lead the effort where you live?

All for the greater glory of God, through our Immaculate Mother.



# The Eight Key Steps for Success

1. Read through this Organizational Playbook
2. Create a great leadership team
3. Commit to praying for team success
4. Identify the date for the Eucharistic Procession/Rosary Rally
5. Register your procession on [UniteOurNation.net](http://UniteOurNation.net)
6. Develop a coalition of sponsors to help spread the word
7. Create and implement a plan
8. Develop a timetable and stick to the due dates



# The Eight Key Steps for Success

Throughout this playbook you will see we refer to our website, [UniteOurNation.net](https://UniteOurNation.net). Make sure you utilize our [Resources](#) tab for free templates, letter samples, poster art and social media tools.

We also want you to encourage your participants to register through [UniteOurNation.net](https://UniteOurNation.net), so you know how many are attending. You will also be able to send reminders to those who register. They can register in the Events tab.

## Timeline

The Madison, Wisconsin group organized a successful rally with 3,000 participants in roughly 3 weeks, so know that this can be done! “God will not be outdone in generosity.”

## Scale this plan to meet your needs

Every prayer is important right now. You can also scale down this plan and lead a patriotic rosary walk at your local parish, or in your community. We still want you to register it on our site, and we will help you promote it in your local community.

# Create a Great Leadership Team

- Leadership Team Characteristics
  - Sacrificial hearts, willing to work hard for the glory of God
  - Self-motivated with a sense of urgency
  - Practicing Catholics who put their faith into action. An attitude of “I can...and we will get this done”
- Assign and distribute duties appropriately across the team to ensure accountability

# Create a Great Leadership Team

- Suggested Leadership Team Skills & Responsibilities
  - **Leader** – The voice of the team, responsible for leadership and guidance
  - **Communications** – Handles communications within parish and local community
  - **Social Media** – Spreads the word effectively through social channels using our tool kit
  - **Project Management** – Event planning, note taking and action item tracking
  - **Videography & Photography** – Captures the spirit of the event, a parishioner who has done this for other parish events
  - **Law Enforcement Pro** – Liaison who understands the channels of local law enforcement agencies

## Schedule Your Event

- Pick a date—Feast days are preferable, but not necessary (remember, every Sunday is a feast day)
- Your Pastor will sponsor the event and lead the planning of the Eucharistic Procession
- Notify and invite police/security and ensure compliance with or understanding of all permits—you may have to work with city governments to get a permit if you are leaving church grounds. Make sure to do this early in the process. There may be elements of a permit (e.g. “social distancing”) with which you may not be able to comply. It’s better to acknowledge non-compliance than to knowingly violate a permit granted
- Stress to everyone that this event is a peaceful, prayerful, public profession of our Catholic Faith. It is non-political, and no political signs or attire will be allowed. The focus is on the Eucharist and prayer.**



## Develop Coalition of Sponsors

- Reach out to parish organizations for event promotion and prayer—you are going to ask them to promote the event through their email lists and in their meetings. Invite youth groups, men's groups, Knights of Columbus, women's groups, pro-life groups



## Promote Your Event

- Use **FREE** resources available at [UniteOurNation.net](http://UniteOurNation.net)
- Events like this thrive on personal connections. Invite people via a “tap on the shoulder,” text or phone call—this is CRITICAL. Your leadership team should be doing this, and asking supporters to do this, too
- Download the PDF promotional flyer—you’ll be able to edit it to add your event details, and other collateral from our site, in the [Resources](#) tab
- Signs for day of event: Work with a local printing company to print signs that you can download from our site if your Pastor approves. THIS IS A KEY UNIFYING ELEMENT OF THE EVENT



# Promote Your Event

- Send press releases to local media and your diocese publications, see the Unite Our Nation [Resources](#) tab for templates
- Submit bulletin announcements to your parish office, see the Unite Our Nation [Resources](#) tab for templates
- A good photographer or two can capture the spirit of the event—this can be a skilled parishioner



# Promote Your Event

- Broadcast event through your social media accounts, and solicit team leaders, sponsors and supporters to share and spread the word through their social media
  - Use social media posts from the Unite Our Nation [Resource](#) page and create your own
  - Remember to tag UniteOurNation to get maximum visibility on your posts; use these tags
    - Instagram: [@unite.our.nation](#)
    - Twitter: [@unite\\_our](#)
    - Facebook: [Unite Our Nation](#)

## Infrastructure Needs

- Permits (if required), if leaving church grounds—check with your municipality before you do any promotion
- Insurance (if required) if leaving church grounds—municipality may require insurance
- Security notification—as a courtesy notify city police or sheriff
- Route Map if leaving church grounds
- Detailed script for participants—sequence and content, sample is in the Resource section on the website
- Walkie Talkie and/or other intra-team communication devices

# Ceremony Needs

Under the direction of your Pastor, you'll need the following for the event

- The Eucharist
- Statue of Mary (if available and approved for procession)
- Altar
- Processional items: Canopy, monstrance, incense, flags, etc., your Spiritual Director will guide you on this
- Recruit priests, deacons, seminarians, altar boys to assist
- Altar servers (trained and instructed by Spiritual Director)
- Girls in First Communion Dresses with rose petals (not necessary but nice)
- Boys in First Communion suits (not necessary but nice)



# Suggestions on What to Provide Attendees

## COVID-19 Precautions

Be aware of and follow your local and state mandates. Encourage attendees to follow social distancing when possible, and wear masks outdoors when social distancing is not possible.

We recommend you have large bottles of hand sanitizer available and disposable face masks for those who forget or would like a mask.



## Tips to Ensure Success

- Commitment to prayer
  - “Pray as though it all depends of God, work as though it all depends on us”
- Clearly identify action items and owners and let the owners deliver
- Follow-up is critical, keep your due dates and ensure items are delivered on time
- Post-event communication via print, pictures, video, etc.
- You can post your event photos and report how your event went through the [UniteOurNation.net](http://UniteOurNation.net) site in the Blog/News tab



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Let's Unite Your State!