



COMMUNICATIONS MEMORANDUM

DATE: January 9, 2006

TO: Diocesan Communications Offices

FROM: The Conventual Franciscan Friars

SUBJECT: Launch of www.franciscans.org and
'Join the BrotherHood' campaign

Today the Conventual Franciscan Friars announced the launch of an international communications initiative **'Join the BrotherHood'** at www.franciscans.org. It is an invitation to explore Franciscan life and spirituality. The invitation is open to everyone but is specifically designed for Catholic men and women looking to deepen their relationship with Jesus Christ and His Church through St. Francis of Assisi and Franciscan community life and service. 'Join the BrotherHood' is a multifaceted, long-term engagement with the Catholic Community and beyond. It uses or will use all of the new communications tools available on the Internet including viral marketing and online community building. Additionally the Friars have created Conventual Franciscan *Media* as an outlet to produce content for the web, television and radio. At its heart, franciscans.org and "Join the BrotherHood" is about storytelling and using video and multimedia forms to engage a younger audience. Vocation exploration, support and conversation are the other hallmarks of this exciting new venture.

We would like to invite your diocese to become part of the franciscans.org online community by joining our affiliate program. Link your website with ours with a Conventual Franciscan web button and keep up to date with this new Franciscan initiative by having news and developments delivered to your email. We will list your diocesan website in our Catholic Community directory on our site. Simply click on the LINK text off our home page and complete the short affiliate application.

If you have any questions or would like to find out more about the 'Join the BrotherHood' initiative and www.franciscans.org visit the website or contact Michael Ryan 416 450 7636 or Fr. Jim Kent OFM Conv 800 424 9955.