



A BETTER KIND OF POLITICS

Civilize It

Promotion Tools

September 2021 - May 2022



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Section I. Promotional Language

Short Promotional Blurb

As a Church and a nation, we are polarized and divided. Pope Francis challenges us to respond by building a “better kind of politics, one truly at the service of the common good” (*Fratelli Tutti*, no. 154). We are called to overcome division, promote encounters with our neighbors, and seek the truth. Join Catholics across the country in living out *A Better Kind of Politics* by pledging charity, clarity, and creativity to promote the common good.

[Civilize It: A Better Kind of Politics](#) is a nonpartisan initiative from the United States Conference of Catholic Bishops that seeks to assist Catholics to counter polarization and division in Church and society by following the example of the Good Samaritan, who challenges us to “become neighbors to all” (*Fratelli Tutti*, no. 80). Along with a pledge to charity, clarity, and creativity, additional materials, including an examination of conscience, individual and communal reflection guides, action steps, and more, are available to empower individuals, families, and communities to be bridgebuilders across perspectives. Commit to *A Better Kind of Politics* and respond creatively to the problems facing our world at civilizeit.org.

Promotional Flyer

Use this [promotional flyer](#) as a bulletin insert, email, or other promotion to encourage people in your diocese to pledge civility, clarity, and compassion this election year.

Sample Email Announcement

Dear [Name],

As a Church and a nation, we are polarized and divided. In his most recent encyclical, *Fratelli Tutti*, Pope Francis reminds us that we can respond by seeking “a better kind of politics, one truly at the service of the common good” (no. 154). Building a better kind of politics requires that we “seek the good of all people” (*Fratelli Tutti*, no. 182) by encountering our neighbors and entering into a dialogue that seeks the truth across perspectives. [Name of diocese] is challenging Catholics to commit to overcome differences and build the common good with [Civilize It: A Better Kind of Politics](#).

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Along with a pledge to charity, clarity, and creativity, additional materials, including an examination of conscience, individual and communal reflection guides, action steps, and more, are available to empower individuals, families, and communities to be bridgebuilders across perspectives. Join Catholics across **[Name of diocese]** in pledging charity, clarity, and creativity to promote the common good at civilizeit.org.

Template for Local Press Release

[Name of Diocese] joins National Effort to Overcome Polarization and Division

[Date]

[City] - **[Name of Diocese]** is joining the United States Conference of Catholic Bishops in launching a new initiative inspired by *Fratelli Tutti* to address polarization in society. In response to the call of Pope Francis to build “a better kind of politics, one truly at the service of the common good” (*Fratelli Tutti*, no. 154), *Civilize It: A Better Kind of Politics* asks Catholics to pledge charity, clarity, and creativity to promote the common good.

Civilize It: A Better Kind of Politics is a nonpartisan initiative from the United States Conference of Catholic Bishops that seeks to assist Catholics to counter polarization and division in Church and society by following the example of the Good Samaritan, who challenges us to “become neighbors to all” (*Fratelli Tutti*, no. 80). Building off the successful 2019/2020 campaign of the same name, *Civilize It: A Better Kind of Politics* seeks to engage individuals, families, and communities in dialogue and bridgebuilding in pursuit of the common good beyond election season.

[insert a quote from the local bishop, diocesan staff member, local leader, etc. sharing why *Civilize It: A Better Kind of Politics* is an important effort for the local diocese]

Along with a pledge to charity, clarity, and creativity, additional materials, including an examination of conscience, individual and communal reflection guides, action steps, and more, are available to empower individuals, families, and communities to be bridgebuilders across perspectives. **[Include any relevant local information: local events, activities, how people can get involved locally]**

Catholics across **[Name of diocese]** are invited charity, clarity, and creativity to promote the common good at civilizeit.org.

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[Include diocesan contact information]



Section II. Local Engagement Tools

Testimonial Template

Help your community or parish [explore how they can be bridgebuilders across perspectives](#). Encourage people to join *Civilize It: A Better Kind of Politics* and pledge charity, clarity, and creativity to promote the common good. Let us know how it goes! Use this two-question reflection with those in your faith community and [share](#) the responses with us; your diocese may be featured in future promotions of *Civilize It*.

- 1) Why are you committing to build *A Better Kind of Politics* that overcomes division, promotes encounters with our neighbors, and seeks the truth?
- 2) What is one concrete step you will take to engage in dialogue that honors our shared human dignity and creatively promotes the common good?

Photo Release

Send us pictures of members of your faith community pledging to charity, clarity, and creativity to promote the common good. Fill out [this photo release](#) and [send](#) it along with any photos of how your diocese is promoting dialogue that transcends our differences.



Section III. Sample Messaging & Tools

Sample Social Media Messaging

Facebook and Instagram - Tag US: @WeAreSaltandLight & @USCCB and #ABetterKindofPolitics & #Civilizelt

- As a Church and a nation, we are polarized and divided. Pope Francis challenges us to respond by building a “better kind of politics, one truly at the service of the common good” (*Fratelli Tutti*, no. 154). Commit to building #ABetterKindofPolitics by pledging charity, clarity, and creativity to promote the common good at civilizeit.org #Civilizelt
- We are called to overcome division, promote encounters with our neighbors, and seek the truth. Join Catholics across the country in living out #ABetterKindofPolitics by pledging charity, clarity, and creativity to promote the common good: civilizeit.org #Civilizelt
- *Civilize It: A Better Kind of Politics* is a nonpartisan initiative from the United States Conference of Catholic Bishops that seeks to assist Catholics to counter polarization and division in Church and society by following the example of the Good Samaritan, who challenges us to “become neighbors to all” (*Fratelli Tutti*, no. 80). Learn more and join the movement today: civilizeit.org #ABetterKindofPolitics #Civilizelt
- Answer the call of Pope Francis to creatively respond to the problems facing our world by committing to #ABetterKindofPolitics. Visit civilizeit.org to learn more and discover how you can engage your community in dialogue that honors our shared human dignity and creatively promotes the common good. #Civilizelt

Twitter - Tag Us: @WeAreSaltLight & @USCCB and #ABetterKindofPolitics & #Civilizelt

- Respond to Pope Francis’ call to build #ABetterKindofPolitics with #Civilizelt: civilizeit.org
- Join Catholics across the country in living out #ABetterKindofPolitics by pledging charity, clarity, and creativity to promote the common good: civilizeit.org #Civilizelt
- Commit to building #ABetterKindofPolitics by pledging charity, clarity, and creativity to promote the common good at civilizeit.org #Civilizelt
- Visit civilizeit.org to learn more and discover how you can engage your community in dialogue that honors our shared human dignity and creatively promotes the common good. #ABetterKindofPolitics #Civilizelt
- Find out how you can be a bridgebuilder across perspectives and creatively respond to the problems facing our world with #ABetterKindofPolitics: civilizeit.org #Civilizelt
- Building #ABetterKindofPolitics requires that we encounter our neighbors and enter into a dialogue that seeks the truth across perspectives. Join this movement of bridgebuilders today: civilizeit.org #Civilizelt



Sample Graphics & Banners

Graphics for social media as well as other graphic elements, including a logo are available for [download and use](#). Please contact [Alexandra Carroll](#) for any additional graphic needs.



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Find this pledge and other resources and prayers at civilizeit.org.

