



THE CORNERSTONE

Catholic Scripture Study

MARKETING PROMOTION KIT

Cornerstone Brief Overview – Multi-use graphic tool briefly explaining The Cornerstone (ie., poster, bulletin, flyer, etc.)

Mission Statement and Method – Brief narrative explaining The Cornerstone

Historical Article for Branch Use – National history that can be customized locally

Historical Article for Diocesan Use – National history that can be customized locally

Bulletin Brief (aka Blurb) – Short narrative tool for use in church bulletin

Sample Letter to Parish Ministries – Invitation to join The Cornerstone; invite groups with members that could benefit from The Cornerstone including: parish priests, Directors of Religious Education, faith formation directors of the diocese and the parish, RCIA/ACTS directors, Welcome/CRHP directors, senior groups, MOPS, etc.

Radio Spots – 30 and 60 second spots for use on local Catholic radio stations

Bookmark – Features books of the bible and The Cornerstone prayer

Rack Card – Colorful information card for display or distribution

Banner – Purchased with CS funds; variety of designs available on Dropbox for display at CS meetings and in host parish vestibule or parish hall, with permission of the pastor

Host Parish Website – Add The Cornerstone logo and link to Cornerstone website at www.thecornerstonescripturestudy.org