



Serra Club of Will County “in formation”

## Seminarian “Baseball Card” Prayer Cards

### Objective:

To advance and encourage the cultural awareness and social acceptance amongst the laity for religious vocations to the priesthood and vowed religious life, to encourage and increase prayer for religious vocations, to support and encourage our seminarians, and to raise funds at the Serra Club and local parish levels to enable and support further vocations projects.

Prayer Card Description: (See Attachment #1)

Baseball card style prayer cards picturing each of the (21) diocesan diocesan seminarians in the Diocese of Joliet and containing the following:

- Seminarian’s name
- Name and address of seminary
- Current year attending and course of study
- Home parish
- Parent’s names (as available)
- Factual and fun tidbit of information about the seminarian
- Prayer for seminarians
- Serra logo, web site info and listing for Serra Club

\* Proceeds from the sale of the prayer cards can be used as the Serra Club chapter sees fit. In conjunction with its marketing and distribution of the prayer cards, the Serra Club of Will County decided in advance to use all funds received to help fund trips for the seminarians to the World Youth Day in Spain; May of 2011.

### Program Details and Implementation:

The prayer cards are sold and/ or distributed on (2) levels: Directly to Parishes via advertising and marketing to priests, deacons, deacon candidates, vocation directors and vocation committee personnel and Knights of Columbus members and then distributed and/or sold to the laity at the parish level by parish personnel or Serra Club members. The cards are sold to parishes in minimum orders of 500 cards for around \$47.00, as either an even mix of all seminarians or 500 of a particular seminarian at their home parish or parish where the seminarian is “adopted” by the parish. The cards can also be sold directly to the parishioners either by the parish or directly by the Serra Club, in “complete sets.”

Many parishes choose to distribute the prayer cards to the laity after Mass, some utilizing religious education students in need of service hours. Serra Club members work with the director of religious education to coordinate the students. In conjunction with handing the single cards out after Mass, Serra club members arrange and man a table in the Narthex where parishioners are able to purchase a “complete set” of the cards for \$5.00- \$10.00 per set. Serra Club promotional materials and prayer cards are also present at the table. Cards can also be distributed to religious education students and to the seminarians for their use.

\* At St Anthony Catholic Church in Frankfort, IL, the sale and distribution of the prayer cards was coordinated for the 2 weekends during and after National Vocation Awareness Week, 2011. The Serra Club members at St Anthony Catholic Church experienced a high level of interest from parishioners as the cards were handed out after Masses and received several hundred dollars in good will donations, in addition to brisk cards sales and the distribution of Serra Club brochures and magazines. Cards were also passed out to religious education students during classroom visits to talk about vocations.

### Marketing: (See Attachment #2)

A flyer is designed using Microsoft Publisher or similar program, to promote the prayer cards throughout the diocese. The flyer is furnished to the director of vocations for the diocese, to use in his monthly vocations newsletter. The flyer is also distributed via e-mail and regular mail to various parish priests, parish deacons, deacon candidates in formation, Knights of Columbus chapters, and parish director of vocations and vocation committee members. Lists of contact information are available through the diocese vocations director’s office.

At the parish level, ads are placed in the bulletin prior to cards being distributed and sets of cards being sold in the Narthex. An announcement is also added to the general announcements following the Prayer after Communion.

### Card Design and Production:

High quality digital images of the seminarians and bio information for each seminarian is needed, as well as a reliable graphic designer and printer.

\* For the Serra Club of Will County, images and information was obtained from the Serra Club of DuPage County, as a result of their work for their annual “Seminarian Sendoff Dinner” program book.

A mockup of a 3” wide x 4” high prayer card is made using Microsoft Publisher or similar program and shown to the Director of Vocations for the diocese, for approval and comment.

A printer is selected, based on their overall high quality of graphics art design capabilities:

On Time Design, Inc.  
Vicky Cullen, Certified Graphic Designer  
9400 Bormet Drive #9  
Mokena, IL 60448  
Ph (708) 995-5640  
Fx (708) 995-5641  
otdprint@comcast.net

Serra Club members work with the graphic designer to come up with an acceptable design and layout. Serra Club members furnish the digital images and biography information to the printer to use in their design and layout work.

Card pricing obtained from the printer above is as follows:

Graphic design: \$5.00 per card

Printing: \$47.00 per 1,000 cards of each seminarian

Shipping: \$8.00 per unit of 1,000 cards

**Total cost per 1,000 cards: \$60.00**

Initial order is placed for 1,000 cards for each of the seminarians, after the final artwork is approved by Serra Club members. Shipping time is 1 week from the date of order. After prayer cards are received, Serra Club Members sort a majority of the cards into “complete sets” and leave some cards to be sold in bulk. Additional refill orders can be placed with a minimum order of 500 cards per seminarian.

Once received, cards are sorted and shipped by Serra Club members. Orders are received by e-mail, telephone and fax. A copy of the brochure and “thank you” note is sent out with each order.

Recap:

\* Serra Club of Will County has greatly advanced a cultural awareness for vocations, supported its seminarians and encouraged thousands of prayers for religious vocations by selling and distributing over 17,000 baseball style seminarian prayer cards, while raising over \$2,500.00 in a little over 2 months to date.

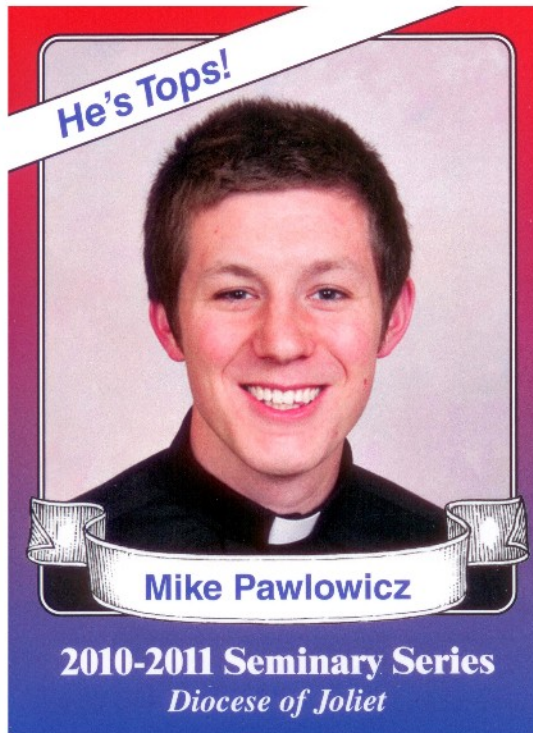
Respectfully submitted 01/22/2011:

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Attachment #1

3" wide

4" high



**Mike Pawlowicz**

**Birthday:** July 16  
**Seminary:** The Pontifical North American  
College in Rome  
00120 Vatican City State  
Europe  
**Theology:** 2nd Year  
**Parish:** St. Joan of Arc  
Lisle, IL  
**Parents:** Steve & Debbie

Encountered the depth of Christian life on a mission trip to Peru and traveled 2 months in China and France on mission trips!

*Lord Jesus, we ask your blessing on our seminarians. Give them courage and perseverance. Be their constant companion as they prepare to serve you and your people. Fill their hearts with the fire of your love. Amen.*



Serra Club of Will County - "In Formation"  
Serra Club web site: [www.serraus.org](http://www.serraus.org)

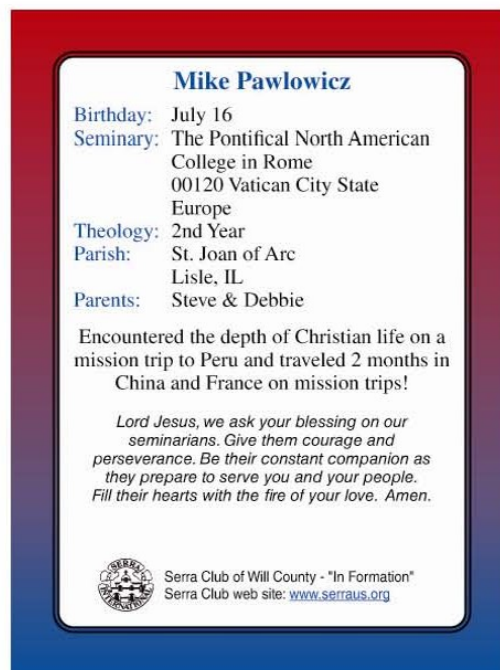
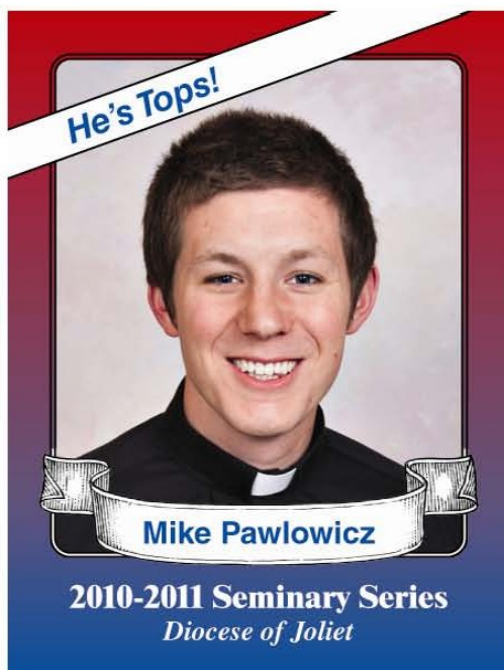


# Serra Club of Will County

Proudly Presents...

## Seminarian "Baseball Card" Prayer Cards

*Collect the whole set!*



**Promote and Encourage vocations and support our seminarians in *YOUR* Parish!**

**Hand out these handsome prayer cards after Masses  
Or use them as a fundraiser!**

**Order Today!**

**Cost: Only \$47.00 per 500 cards!**

**For more information or to order: call Don Higgins at (815) 469-9970**

**Or e-mail to: [higginsmechanical@gmail.com](mailto:higginsmechanical@gmail.com)**