

Dear Friends,

It can be jarring, but sometimes we church people have to talk about things like “branding,” which is a marketing term that roughly means, do people recognize you for who you are? Do you put forth a consistent message? Do people understand your identity and what you are trying to accomplish?

Our Missionaries in general resist terms like “branding” because it sounds like we are selling toothpaste. Of course, we are not selling anything. Our whole reason for existence is to give away what is most dear to us, which is God’s grace and mercy offered through the Precious Blood of Jesus.

At the same time, we recognize that in the modern world, with its clamor and clanging, we have to make some efforts to share our identity and purpose with the people we serve and the people we hope to serve, which is all those who are in need of healing and acceptance, through God’s boundless grace. We have to talk about why we do what we do. Imagine if your favorite sports team said, “We don’t need any more fans, so we’re just going to keep quiet about our wins and especially our losses. We are just going to go about our business and hope for the best.” How are they going to fill seats with that kind of attitude?

As Missionaries of the Precious Blood, God calls us to proclaim the Good News throughout the world, and to draw all people near through the Blood of Christ (Eph 2: 13). We hope to do that humbly, but not always quietly. For instance, a Missionary’s ministry at a parish gives it a certain character. What is it? We hope that our Missionaries help create a welcoming parish where people experience God’s mercy firsthand through the sacraments and also through robust and meaningful parish life. Missionaries work alongside the people, listening and responding to their concerns and needs, and building a life-giving community for all. The Eucharistic table is at the center of our faith life, and from it flows God’s grace and mercy and all good things.



**Missionaries celebrate Mass at our annual assembly in June.**

(Please detach from letter and return with your gift in the envelope provided.)

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financial support. We could not do what we do without you.

Wherever we are sent, Missionaries go forth ready to offer their whole selves in service. People know us to be open, honest and often practical. It is not unusual to see a Missionary pitch in to move tables at a church event, to mow the lawn or dig in the garden at a parish or ministry site. We walk alongside God's people, and we act as brothers to each other.

We look for that quality in the young men who are discerning with our Congregation, that sense that they are willing to pitch in to help build God's Kingdom. Our director of formation, Fr. Tim McFarland, C.P.P.S., says that while we follow all the Church's requirements in forming candidates to become priests or religious brothers, we also look for something more. "One big thing I look for is if a candidate takes initiative in his own formation," Fr. Tim says. "Does he have the gumption to respond to a need he sees in himself, or a need he sees in our Congregation, to step in and go forth? Does he get involved, and not wait to be told what to do?"



**Fr. Tim McFarland, talks with Fr. Ken Pleiman, during a C.P.P.S. celebration.**

As a religious congregation, we act most effectively when others stand with us. Will you stand and pray and work with us? From the beginning, the Missionaries have thrived on the support of the people we serve. Will you consider a donation that will help us in our ministry to God's people, especially those most in need of mercy and compassion? Will you help us help others experience the sense of welcome and belonging that is due to all of God's children?

The Missionaries do indeed have a "brand." We are here to serve. We are here to listen to God's call, and to follow it faithfully. It is not always flashy, and often not easy. We know that we are continuing what others have started, and we may not live long enough to see the work completed. But we are here to help, we are here to be faithful, and we are here to share that faith with the whole world.

Sincerely in the Blood of Christ,

*V. Rev. Jeffrey S. Kirch, C.P.P.S.*

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Provincial Director

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