



# *Proclaim Christ*


Catholic Ministry of Evangelization & Proclamation



**BRUCE DOWNES**  
**THE CATHOLIC GUY**  
inspiring you to dream



**BRUCE DOWNES**  
CATHOLIC MINISTRIES



In these following pages, you are about to read how my ministry team and I Proclaim Christ so that a person will come to personal faith.

My prayer for years has been that God would bless me by using me to be a practitioner of proclamation and not a theorist. It is not that having ideas from study and reflection are not important; they are critical, but today in our modern world, we need to be able to deliver on the directive of Christ to go into all the world and proclaim Christ and see people 'actually' come to faith.

It is not good enough to just talk about it.

I do not believe I have the right to speak on how to share faith or the credibility to ask for support if I cannot point specifically to the people who have come to a new or renewed faith in God. Because of this faith, their lives are transformed very practically in how they live.

By God's merciful grace, I can point to thousands of people, some whom I have met and many I have never seen with my own eyes who now declare Christ as their savior.

I realise that this is a bold statement, but the reason I can be so bold is that an Archbishop asked me this question years ago, *"Show me who has come to Christ and His Church from what you have done. Tell me their names. Others tell me they proclaim Christ, but no can tell me anyone's names."*

It is a good, proper, and right question to ask.

The following is a very brief overview of how to proclaim Christ. It is in part story; in other places, it is technical and leads to the future.

The Gospel is powerful and it works today as powerfully as it ever did. The mission field is all around us and it is ripe.

In these pages, I write to ask for your help to proclaim Christ.

My prayer for you is that you would encounter Jesus as you read these pages and that you would be renewed and strengthened in faith in our Lord Jesus.

Bruce Downes



Archbishop Mark Coleridge  
Archbishop of Brisbane  
President of the Australian  
Catholic Bishops Conference

Bruce Downes has a charism, by which I mean the gift given by God through an individual and through the Church but given to the world. It's a gift given by God to build up the Church for the sake of mission - and this at a time when God is calling the Church to become more missionary. Bruce is a classic case of the new category which is sometimes called, 'a Catholic evangelical.' In the past, those two terms would have seemed mutually exclusive, but not anymore. We need to become more deeply Catholic and more boldly evangelical and that's the combination you find in the Catholic Guy Ministry.

Bruce has been gifted by God in a variety of ways, and the fruits of this Ministry have long been apparent. His prime gift is the gift of an evangelist who is deeply attuned to the mysteries of the Catholic faith but attuned no less to the currents of contemporary culture and in particular the culture of the media. He is able to find the right words and images to explain ancient and at times complex truths in a way that makes them seem fresh and accessible. In that, he models what is true of the whole church as we face the challenges of the new evangelization.

Bruce's approach has never been narrowly confessional, let alone crudely ideological. He draws upon the power of the Gospel to cut across confessional (denominational) barriers, speaking a language which is truly Catholic yet open to all. Add to this his formidable powers of organisation and networking and you have the potent mix that has become the Catholic Guy.

As far as I can see the hand of God is upon Bruce Downes, who shows what it means for all the baptized to live their vocation to proclaim the Gospel of Jesus Christ. I commend him to you and to the grace of the Lord Jesus who has led him to this point and who will, I pray, continue to lead him into the future.

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# VISION

*What we see us being*

# STATEMENT

*Proclaim the glory of Jesus Christ  
to the ends of the earth.*

# MISSION

*What we do*

# STATEMENT

*We exist to reach those who in some way  
do not connect with God or with the Church  
and to present Christ in language and images  
that speak to the soul of a person  
so that they come into an ever deepening  
relationship with Jesus Christ.*

*Proclaim Christ*  
Catholic Ministry of Evangelization & Proclamation







A member of my extended family  
once asked me,

***“How do I know when you  
are coming to my city to speak?”***

To which I promptly replied,  
“The information is in the weekly Church Newsletter.  
You can find out there.”

I have never forgotten his expression at that moment.  
His shoulders slumped, he paused and was embarrassed to say,

***“But I don’t go to Church.  
So I will never hear when you are coming!”***

As members of the Church, our hearts might be open to reaching out to everyone  
but if the truth were told, we are stuck in the ‘Church Bubble,’  
insulated from the majority of people who have stopped attending Church.

For so many of us, this is our husbands or wives,  
our children and grandchildren,  
our friends and people all around us.

# VISION Letter

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Dear friends

*God the Father is the giver of life to this Ministry.  
Jesus Christ is the Lord of this Ministry.  
The Holy Spirit is the power of this Ministry.  
God three in one.*

We seek to share faith with those who do not connect with God and the Church while at the same time enriching the lives of those who live the Gospel in their life.

Our world is becoming more secular, that is godless, and the effects of this can be seen in the lives of our friends, spouses, children, family, those we know and even ourselves. Many people are no longer looking or even giving thought to how to connect with God in their life, yet the mysterious questions of life, its limited nature, and what is to come are before us all.

People need help to find God.

The times in which we live require bold, new and complementary ways of proclaiming the essential message of the Gospel in the modern world.

The richness of the 'Message' of the Church commissioned by Christ to declare His love for all of humankind must be preserved, while at the same time presented in fresh and new ways according to the Popes and Church in recent decades. New however does not mean throwing out the old, for that is to lose who we are, what we have, how we have come to understand God and how He acts in our lives. Instead, in these modern and changing times, it is finding new words, images, stories and ways to declare the love of God.

How can people respond if they do not hear and connect with those who will tell of God?

*But how are they to call on one in whom they have not believed?  
And how are they to believe in one of whom they have never heard?  
And how are they to hear without someone to proclaim him?*

Romans 10:14

If we are to be obedient to Christ and reach people to come to faith, we have to 'go' to them. It is not an option, it is an imperative. We must go to them just as Jesus travelled from place to place.

*"Let us go on to the neighboring towns, so that I may proclaim the message there also;  
for that is what I came out to do." Mark 1:38*

Media and modern communications in their many forms make this possible in ways we could not have imagined some years ago. No longer are we limited by Church walls as the message of the Gospel can be heard and seen on people's computers, televisions and on their devices that they carry with them everywhere they go. We can share Christ with more people today than at any time in human history.

In these pages, you will read the stories of what God has done in people's lives. Some people who were far away from God have come into a relationship with God. Some have joined the Church for the first time of their own decision. Many have returned to the sacraments in some way. Others have felt disconnected, even though they attend Church regularly, who have now found a deeper connection to God and their faith.







Now growing in faith for the first time, couple's marriages have been strengthened and many troubled marriages restored. Today many children enjoy a peaceful and safe family environment where once it was not, as their parents have come to faith.

For others, a new or renewed faith has caused them to engage in lifetime dreams, whether they are older or younger to build businesses, pursue new careers and be successful in life's journey as they now go in the direction God beckons for them.

These are just some of the ways the Gospel has affected people's lives and those around them through this ministry. There are thousands of stories of people coming to or growing in faith without exaggeration. When Christ is a part of someone's life, it practically affects their relationships, values and the way they live and love.

This has all happened because we and our partners have done as Jesus commanded in the Great Commission and 'Gone Out' and reached people where they are. It is then that many people connect in some manner to local faith communities and become valued members of that community of faith.

Modern media allows us to reach people personally and importantly privately concerning their life and faith.

Sharing faith with those we love can sometimes be very difficult. We may think my son or daughter, husband or wife, a friend will not respond but that is where we must not forget it is God who works in people's lives.

For our loved ones and people we know, to encounter Christ, we have to 'Go Out' beyond our Church walls. We need to literally put the Message of the Gospel where people are so that they will freely come across it and experience the prompting of the Holy Spirit to stop, look, listen and respond.

I repeat, we have to put the Message of the Gospel in places where people will come across it, and this is not inside our Church walls alone but out in the world with all of its noise, busyness, distractions and activity.

By going out, we are literally casting seed, some of which will die where it lands, some will sprout for a moment and then be drowned out by the noise of the world, while criticism and ridicule will be enough to kill a budding shoot of faith.

Despite all this, some seed will fall in a fertile heart that is ready.

What is critical is that we must cast seed. We must. We must. It is not wasted effort or wasted resource, and it is to be like Jesus who did exactly the same.

There are certain times when people are more open to God, whether it be through something happening in their life such as a marriage, graduation, new job, retirement or through some of life's hardships or through a particular season such as Lent, Christmas or the start of the new year. It can be these times where a person is more open and therefore searching to answer the deeper questions in their life.

I am inviting you to help us reach people through these 'critical' peak times and together help us put the Message of Christ in places it will be found.

There are three ways that you can be part of this work of reaching out.

1. You can join us in prayer. It is the starting place and it is critical.
2. You can join us by making a donation to Proclaim Christ Ministry.
3. You can join us by putting money on deposit with us and we will return it to you with interest having reached people with the message of the Gospel. Not everyone can make a donation but they can use their funds to get both a faith return.

What you are about to read works at any time of the year if done in the correct way.

In these pages, I will explain how together we will go about this critical work of passing on faith to others, maybe even reaching those you love the most. I pray that the Holy Spirit will work in your heart as you read the following because your faith is needed to bring Christ into the lives of others.

Please join me in sharing Christ to and in a world that is in desperate need of Him.

In Christ

Bruce Downes

The Catholic Guy Ministry

Proclaim Christ - Catholic Ministry of Evangelization and Proclamation.



Whether through television,  
mail, email or at live events the

# NUMBER ONE PRAYER REQUEST

that we receive from Catholics and other Christian faiths is,

**“Will you pray for my children to come back to Church,  
to come to faith in God?”**

This is followed closely by,

**“Will you pray for my husband to come back to Church?”**





# IT IS PEOPLE OF ALL AGES

Today it is not just young people who do not connect with [God](#) or [attend Church](#)



The largest group of people to have stopped going to Church in the past five years are people between the ages of 55 and 70.

**They have not died, they have just stopped attending.**



# GIVING

Christ calls us to do as He did and lay down our life to proclaim His glory, His saving power and His love for all people to the ends of the earth.

It takes people of faith to Proclaim Christ in our modern and complex world.

Reaching those we love with the message of the Church is an intentional activity. It requires us to be prayerful, thoughtful, intentional and well organised.

Today if we are to reach those disconnected from the Church, we must go to them as Jesus did in coming to all of human kind.





# THE CALL TO PROCLAIM

POPE PAUL VI



*"The conditions of the society in which we live oblige all of us therefore to revise methods, to seek by every means to study how we can bring the Christian message to modern man. For it is only in the Christian message that modern man can find the answer to his questions and the energy for his commitment of human solidarity."<sup>1</sup> And we added that in order to give a valid answer to the demands of the Council which call for our attention, it is absolutely necessary for us to take into account a heritage of faith that the Church has the duty of preserving in its untouchable purity, and of presenting it to the people of our time, in a way that is as understandable and persuasive as possible.*

*EVANGELII NUNTIANDI  
Apostolic Exhortation (1975)*

POPE JOHN PAUL I



The Pope John Paul I pontificate was the 10th shortest. In an address to the College of Cardinals the morning after his election, John Paul I said concerning the mission of the Church under his leadership: *"We want to recall to the entire church that her first duty is still evangelization."*

*Address to the College of Cardinals (29 August 1978)*

ST POPE JOHN PAUL II



To the question, *"why mission?"* we reply with the Church's faith and experience that true liberation consists in opening oneself to the love of Christ. In him, and only in him, are we set free from all alienation and doubt, from slavery to the power of sin and death. Christ is truly "our peace" (Eph 2:14); "the love of Christ impels us" (2 Cor 5:14), giving meaning and joy to our life. *Mission is an issue of faith, an accurate indicator of our faith in Christ and his love for us.*

*REDEMPTORIS MISSIO*

*On the Permanent Validity of the Church's Missionary Mandate (1990)*

POPE BENEDICT XVI



Today, in addition to the more traditional means of communication, especially the printed word and radio, which, according to the responses, have moderately increased in recent years, new *media* are increasingly becoming a major factor in the Church's ministry of evangelization, making interaction possible at various levels: local, national, continental and global. The potential for using both old and new media is clear, as is the need to take advantage of this newly created social space and introduce the vocabulary and forms of the Christian tradition.

*INSTRUMENTUM LABORIS*

*The New Evangelization for the Transmission of the Christian Faith (2012)*

POPE FRANCIS



The Gospel offers us the chance to live life on a higher plane, but with no less intensity: "Life grows by being given away, and it weakens in isolation and comfort. Indeed, those who enjoy life most are those who leave security on the shore and become excited by the mission of communicating life to others." When the Church summons Christians to take up the task of evangelization, she is simply pointing to the source of authentic personal fulfilment. For "here we discover a profound law of reality: that life is attained and matures in the measure that it is offered up in order to give life to others. This is certainly what mission means." Consequently, an evangelizer must never look like someone who has just come back from a funeral! Let us recover and deepen our enthusiasm, that "delightful and comforting joy of evangelizing, even when it is in tears that we must sow ... And may the world of our time, which is searching, sometimes with anguish, sometimes with hope, be enabled to receive the good news not from evangelizers who are dejected, discouraged, impatient or anxious, but from ministers of the Gospel whose lives glow with fervour, who have first received the joy of Christ."<sup>2</sup>

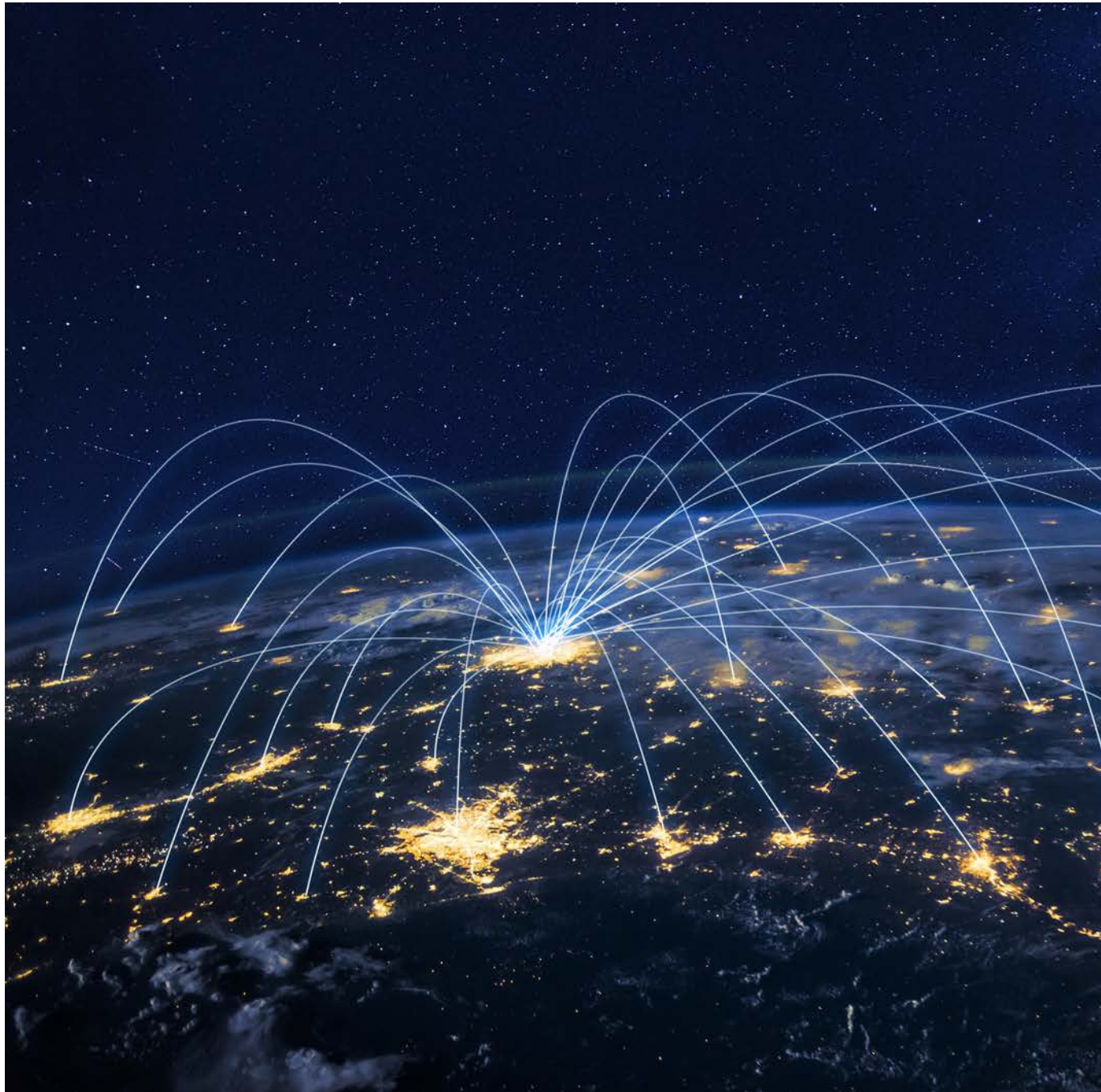
*EVANGELII GAUDIUM*

*The Proclamation of the Gospel in Today's World (2013)*



Section Two

# HOW DID IT BEGIN?





# HOW I CAME TO FAITH

**I came that you might have life and have it to the full.  
John 10:10**

This ministry came about because of a journey and calling that I experienced after a Discalced Carmelite priest named Fr Des Williamson shared the love of Christ with me in a manner I understood when I was a teenager. He showed me step by step how to respond to God and exemplified to me a life dedicated to Christ. He loved the Church and the Scriptures, and he passed that love onto me.

My siblings and my fellow class members from the Catholic schools I attended, on the whole, were ceasing participation in Church as the years went by.

The values of society seemed to speak to them more than Christ and the richness of the Church that I had been introduced to.

## ***The world***

Within a couple of years, all I could hear in my conscience was an urging to share this faith with others and find ways to do so that the modern person would hear and respond to it.

***‘Proclaim My glory to the ends of the earth,’*** were the words that kept coming to me as a young man when I prayed. I simply could not get past this phrase, but how could I do that?

For a number of years, I worked for the Archdiocese of Perth in Australia, a far-off place to most places in the world.

It was over years that Godly Bishops and priests within the Church encouraged me in this calling to proclaim Christ, to study, and find new and different ways of proclaiming Christ that would penetrate into the world and were completely faithful to the teaching of the Church and its tradition.

This led to years of trial and experimenting. I could write volumes on what I have tried and failed with my team along the way.



# GOD GATHERS A TEAM

Over time, God would gather an amazing group of men and women around this calling to Proclaim Christ. They are leaders, pastoral people, musicians, those in production, administration and others. They live in different countries, cities and towns. For many of them, it is not an occupation but a calling and they live it with great dedication and sacrifice.

## God Leads By the Doors He Opens and the Doors He Closes

In August 2006, my wife Rosemary and I visited the Vatican in Rome. We went as tourists. At the end of the one day, I felt compelled for some reason to return the next day, but this time to pray. It was an urge I knew I had to respond to. To my absolute shock and surprise, by the end of that day, I felt God put on my heart an urge to make a Catholic television program. It made no sense at all to me. I knew nothing about television, had never been on television and, besides that, I thought, 'aren't only good-looking people on television,' which was something no one has ever suggested about me, except maybe my mother.

It is too long a story to tell here but God had a plan and the years of research and trial would come together to make this possible. Meetings with television people whom I did not know miraculously occurred and before I knew it we were starting a television program under the guidance of Archbishop Barry Hickey who was the Bishop responsible for media for the national Bishops Conference.

This then led to parish mission events that touched the lives of thousands of people in cities and towns.

The ministry started being called, 'The Catholic Guy' as people would approach me having seen me somewhere and ask, 'Are you that Catholic Guy?' The canon lawyer who named the television program thought 'The Catholic Guy' was a good name, as did the executives at the television channel.

Unbeknown to me, in time, the television program would be seen in the United States of America and I was asked if I would bring the program to the USA. After much discernment, we agreed and the program was released in the USA.

Little did I know what would happen.

This then led to an online ministry that now proclaims the Gospel in countries all over the world.



# JUST SOME OF THE STEPS



2006

Prayer at the Vatican

Make a Catholic  
Television Program



2008

Parish Mission

Archbishop asks for  
Parish Missions because of  
Television profile



2020

International Expansion

The Ministry begins  
to deliberately target  
globally.

The Catholic Guy  
Program begins multiple  
times a week on  
national television

2007



Invited to the USA  
Partners improve and expand  
the program from television to  
multi media

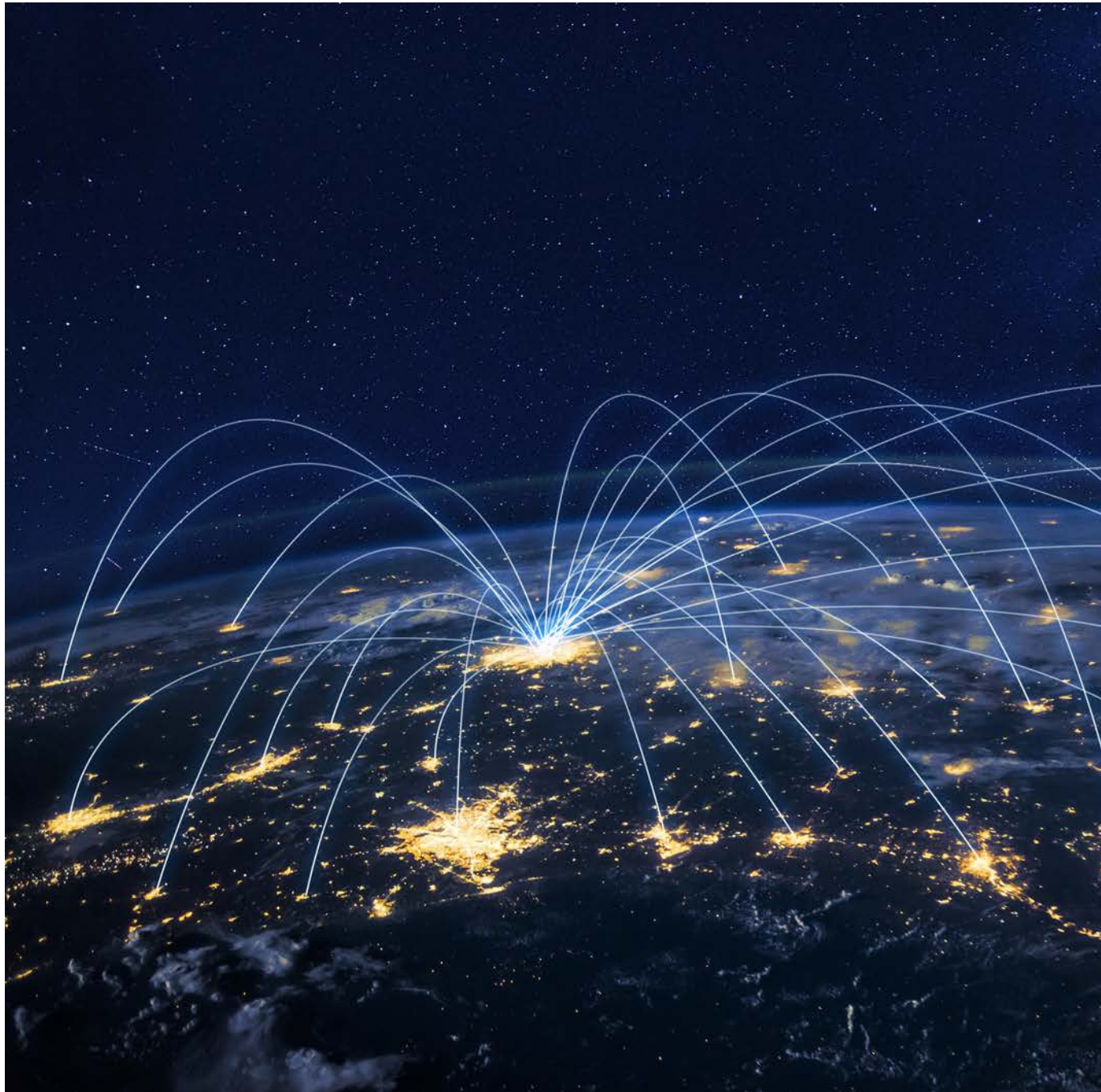
2016





Section **Three**

# HOW DO WE GET HEARD?





# WHY THE CHURCH IS NOT HEARD

Proclaiming Christ today demands new ways of sharing faith are adopted and, most critically, that the modern person is understood and respected.

People now come to truth and faith today differently than they did just a few decades ago.

One of the reasons for this is that people under forty years of age, and even more so for teenagers and young adults, are not hearing what the Church is saying because the Church speaks in a manner from a past era. Its language, in terms of images, examples and feel are often not relevant.

Put simply, we might describe it this way.

If we go back only forty years ago, 'truth' was given to us. People believed more quickly what parents, guardians and authority figures in society as well as the Church had to say. There were norms, standards and values that people held to because that is what had happened in the past.

This does not mean people did not wrestle with authority, but their fight or argument was for different reasons than it is now.

Today, we do not care so much that a child knows that two times two equals four, so much as they know how to use the technology to get the right answer.

There are exams both at school and at university where you do not have to get the right answer, but rather, show why you think what you think and if you argue your case well then you will get a good grade.

The fact that it might be right or wrong does not matter.

The reason for this is that a slow change has occurred over the past few decades. The underlying value in society today is, 'do whatever you want as long as you are not hurting anyone. Your rights, your thoughts are supreme.'

In other words, we have all become the arbiter of our own truth today. The world is saying to us that what you believe and want to do is ok.

Now, on the one hand, we can argue that it is right to respect the individual, but when that opinion comes up against truth that is 'unchangeable' there is a problem.

There are two kinds of truth; Subjective and Objective Truth.

Subjective Truth is based on what we individually believe to be true. Simply, we might say it is our opinion.

Objective Truth, on the other hand, is truth that is outside of ourselves because it is fact. It is true no matter whether you believe it or not, what culture you are from or what time you live in.

For example, a Subjective Truth is that my sports team is the best team regardless of whether it wins the trophy because it just is. It is not based on fact but on opinion and feeling.

An example of an Objective Truth is that a person cannot stay alive long-term underwater unaided. They will die. It does not matter whether a person agrees with this or not. It is true regardless of personal opinion.

Christian belief, on the whole, is regarded as Objective Truth. It is true regardless of whether a person agrees with it or not. However, the values of the world are subjective when it comes to faith.

For example, the Scriptures and the Church tells us that there are three persons in the Trinity; The Father, the Son and the Holy Spirit. This is an Objective Truth.

Younger people, when told this, because of education and conditioning from within society, have one response on the whole and it is this:

*"I am glad you think that. Let me think about it and I will tell you if I agree."*

The individual is the arbiter of truth.

So often in Church, the way we are presenting truth is to tell it as absolute, which it is to those who believe, but for the person not able to comprehend this because of education and the values of society their only response must be to reject the Church and its message.

**They do this by not participating and blocking their ears to voices that do not speak to them with respect.**





# HOW PEOPLE RECEIVE FAITH TODAY

We need to include these ways when we share the Message of the Gospel with the modern person:

1. **STUDY& OBSERVATION:** It is essential to embrace the change in communicating and presentation style that is required today to share faith. This means we must study how people are trained and conditioned to think and hear in our modern world. When we understand this, we can develop our ways of communicating and be far more personal.
2. **CONVICTION:** It is imperative that the communicator/preacher/evangelist is deeply and overtly convicted about their faith and presents it as such. The whole time they are saying to the person they are speaking to, *"this is me. This is what I believe and hold to be true."* This conviction and certainty are vital because this is precisely how people in the world are trained and conditioned where they are also saying this is what I believe and who I am. So often, we Catholics are apologetic for our conviction. People today are conditioned to everyone having their strong opinions.
3. **LOVE & RESPECT:** It is imperative that the communicator of faith has a deep love of people regardless of their faith position and whether they agree with you or not. The bottom line is, 'do we love them enough to want them to have the faith we bear and not just the opinions we have.' It is not their fault necessarily that they do not believe. It could be the case that no one has ever loved them enough to go to the effort to share it in a manner that they can understand.
4. **MAKE THE CHURCH'S ARGUMENT:** Share what the Church's teaching is for your belief as expressed through the Tradition and Scripture in as relatable a way as you can. Remember most people are not trained in Church academics but in their field of expertise. When you have shared walk away. When you have shared walk away.
5. **MAKE YOUR ARGUMENT:** Present your personal reasons for what you believe but do not expect that the person listening will respond positively and accept your position just because you said it. Give solid, informed reasons for your faith and walk away.
6. **TELL YOUR STORIES:** Be prepared to share your life through your stories. Tell of your personal encounter with God. Why you believe. What difference it has made to you. This requires vulnerability and honesty. When you have done this walk away.
7. **SHARE YOUR CONVICTION:** By making your argument and telling your stories you are sharing your beliefs and the convictions that you carry. This is what affects a person's life as they come face to face with a person of faith who is most often a person just like them. Someone who is frail and very human and yet deeply convicted of who God is for them and for all of humanity. This conviction leads them to ask the subjective question, *"do I want this is for my life."* Once you have shared this walk away.
8. **WALK AWAY BECAUSE YOU CARE:** *Walk away* means having presented all the evidence that we can, for our belief, and having shown our conviction and told our intimate personal stories, we then need to leave the person to their thoughts and the processing of what has been presented to them. All of this can take months or longer to do. The reason for 'walking away' is that this is how people process thought and come to believe in the modern world.
9. **THE HOLY SPIRIT:** By giving people space we need to pray that the Holy Spirit works in the person's heart, mind and spirit. We are not the one who brings about conversion. God brings about conversion. We are simply the evangeliser, ushering people toward God.
11. **STAY CLOSE, WITNESS & REPEAT:** Stay close to the person you are sharing with so that they can hear again and again from you not just by your words as you go forward but by the 'sound' of your actions. For most people, one sharing is not enough.
12. **PRAY:** It is God who changes hearts and He holds them precious to Him because of His love.



# ELEMENTS OF PROCLAMATION

It is essential to understand how a person comes to faith and what we need to do to maximize the potential for conversion or renewal within a person's life. As Christians, the center of our lives as seen in this diagram is our **FAITH** in God who is Father, Son and Holy Spirit. This diagram outlines the elements and steps concerning how to bring about conversion or how to bring renewal into a person's FAITH life whether they attend Church regularly or have dropped away from active participation or have not believed in the past.

To come to this faith, a person must be able to;

1. Talk Directly and Honestly to God
2. Forgive Others and Themselves
3. Accept Themselves

Conversion takes places within us at a;

1. Physical
2. Emotional
3. Spiritual level

The way to lead people to this conversion is through;

1. Movement
2. Stories
3. A Pathway that shows them the way



**PATHWAY** concerns how a person relates or connects to God for the first time, when engaged in personal renewal or how they come back to faith after having fallen away in some form. This connection to God is achieved by the sharer of faith:

1. Teaching a person that prayer, which is talking, listening and being in the presence of God is possible for them. This leads to;
2. Teaching or showing the person being reached a method of prayer that is achievable because it is in steps that they can do.
3. The doorway to prayer is through vulnerability. It is saying to the person being reached this is how I relate to God. These are the blessings I experience and the struggles I have in prayer.

**MOVEMENT** is created within a person when the sharer of faith:

1. Has Conviction. They are convinced for the person or people they are reaching because of what Christ has done in their life.
2. Gives clear and meaningful instruction that causes the person to yield to Christ.
3. In particular, the First Step is definite, specific and is meaningful to the person being reached.

**STORIES** as a tool touch a person at an emotional level which helps them connect with their personal story. This is done through:

1. Honesty, which may lead to tears as it touches the heart of a person.
2. Humor, which brings people face to face with the fragility of life and that when we try our best it can still fall short of our hopes and desires.
3. Relatability helps a person find their story as they listen and can recognize the truth of what is said as it could have been them.

# Why Lent is a critical time to GO OUT

Even people with little faith understanding are more open to 'spiritual things,' at times of transition or in different seasons of life.

Transition times are when changes happen in a person's life such as graduation, a promotion, change in career, marriage, the birth of a child, retirement, moving house or even country, death of a loved one, a relationship disruption and the list goes on.

It is often in times of improvement or advancement in life that people ask questions about who they are and what they value and it is in these times that questions of faith arise.

The yearly seasons that come around of a new year, Christmas and Lent can be significant moments of questioning and a time of people being more open to faith and connecting to God.

## WHAT IS CRITICAL

We don't have to force faith on people but just be present with a reason for our faith and be able to explain it in language, concepts and images that are accessible to the understanding of a person who possibly does not have a faith language, but feels a stirring within to ask the deeper questions of life.

Lent is one of these critical seasons of the year when people are more open to God.

It is, therefore, one of the best times of the year for reaching people who are disconnected from Christ and the Church.

It is, for this reason, we create numerous different types of content in length and form that will appeal to different people.

We then distribute this proclamation content in over 600 ways and put it in as many places as possible so that people will come across it and by God's grace respond in their way.

This means it will be on television, as well as online in numerous ways with campaigns to bring people in so that they receive the content directly from us or they can see the content through social media directly.

As we connect with people, it will provide them with specifically created content such as video programs, podcasts, blogs etc.

It takes people of faith to Proclaim Christ in our modern and complex world. Reaching those we love with the message of the Church is an intentional activity. It requires us to be prayerful, thoughtful and well organised.

"Everyone who calls on the name of the Lord shall be saved." But how are they to call on one in whom they have not believed? And how are they to believe in one of whom they have never heard? And how are they to hear without someone to proclaim him?

Romans 10:13–14

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*Always be ready to give an explanation to anyone who asks you for a reason for your hope.*

1 Peter 3:15.





*Hi I so love the Lent series. God is doing something new in me. A lot of my friends would be angry if they knew I was listening to your broadcast. I'm living in Northern Ireland and I'm a Protestant. I stumbled across the Lent series on Facebook I'm so glad I did. For me my journey with God through Lent has been a healing, restoring and restrengthening time. I'm looking forward to continuing to go deeper and being empowered by the Holy Spirit. Thank you and your team for being obedient and faithful .*

*Thank you, Bruce for your kind words of encouragement. I'm not a Catholic but I decided and have followed you every day of the Lent journey. You taught me so many things I didn't know. You made me look at every possible thing in a very different way I never thought of. I learned so much from your daily teachings and I'm forever grateful to you. God bless and keep you and your Ministry.*

*This is my second lent with you and I'm so grateful for you and this teaching. You helped me make the decision to become a Catholic. I started with your book about praying. It always speaks to me, you're helping me to stay strong.*

*The best explanation of the fall I've ever heard in my 70 years of sermons.*

*I've been on this journey with you since starting in Lent. You must know the impact you have on anyone who listens to you. You bring Scripture to life through your life. Relatable to almost anyone willing to listen. My belief is that there are many more just like me with open their life to more forms of scripture and what each of us are being called I'm a better Christian Catholic and person today than I was before this journey I'm sorry very joyful with my life and I think they almighty God for your calling you're in my prayers daily.*

*I just wanted to say thank you from the bottom of my heart, for changing my spiritual life. I was introduced to you during Lent, and I have followed you ever since. Every day I learn something new, and it helps me improve my relationship with God. Keep doing what you're doing because many more people need to hear you.*

*I've been a Catholic all my life and I have experienced many Lenten programmes but nothing like this. And for the first time I can see changes in me and for the first time I'm getting a strong message of how I can allow God to work in me. After my husband's death two years ago, I knew I had to work out who was the new me. Bruce's daily message that God sees and knows us right where we are, reinforced in me that I'm on the right track. I need to trust that God will be walking and cheering for me every day.*

*In the time I've been with you I've learned so much about our faith, thought I knew my faith but discovered not so until I started with you God bless you and your ministry abundantly. From South Africa.*

*I was raised as a practicing Catholic. Church was a weekly ritual. God and church were respected but it has only been through you that has shown me more about God and I grow in God daily learning and enjoying his word with your help. I know you were sent to me from God.*

*Wow, you really struck a chord!!! The way you broke down the our father. I've prayed that prayer my whole life, broken it down myself but the way you did it... gave it a whole new meaning to me. Thank you.*

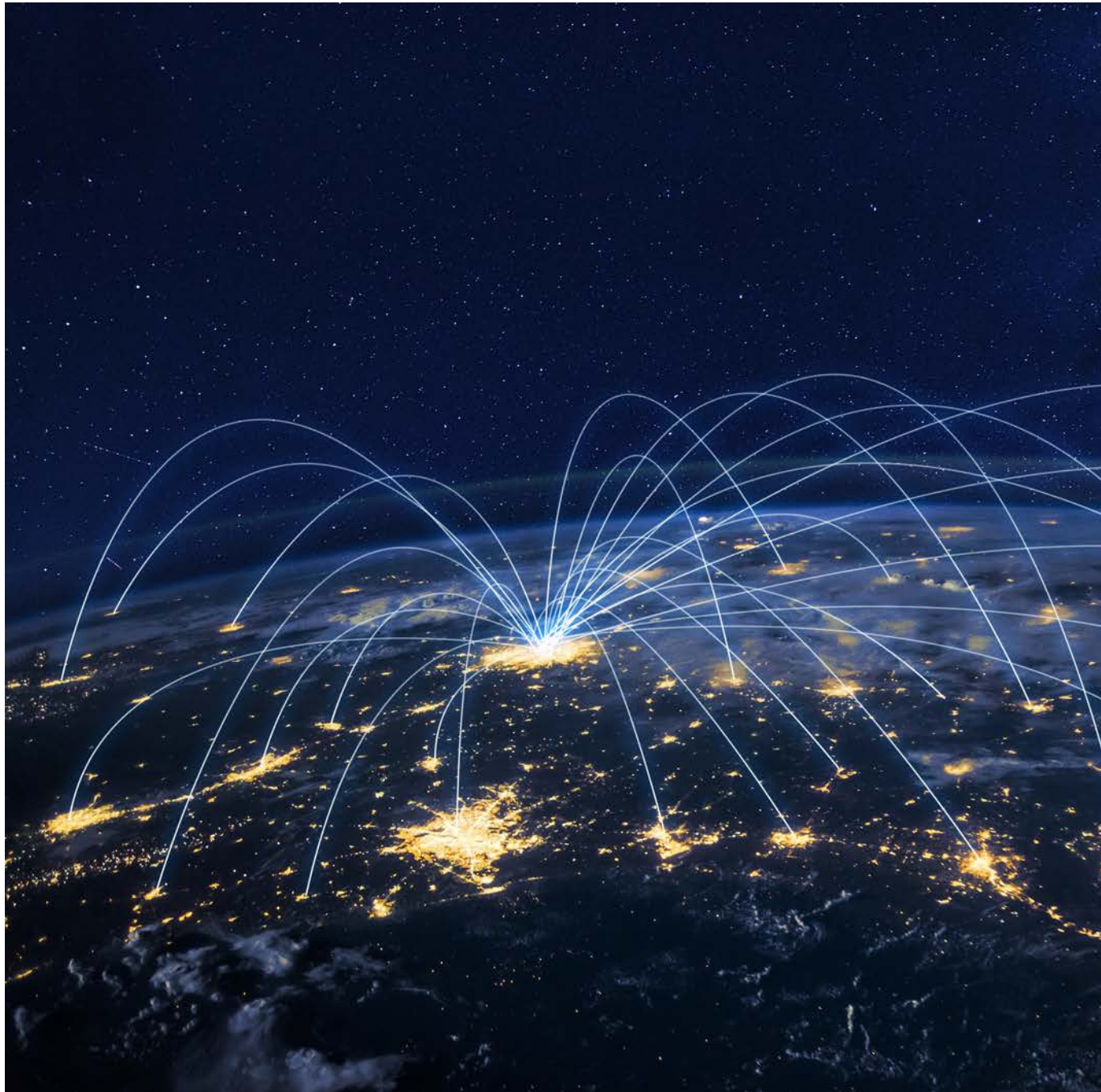
*My friend introduced me to your site. I wasn't too keen on this type of evangelising that was two weeks ago. Here I am on Friday night in the UK still listening.*

*This Lent I'm dealing with the passing of my wife and I'm very sad, but you Bruce have been the voice that has helped me turn my sadness into joy, because I've walked with you and praying with you. I now I know that my wife is with God and I have completely surrendered myself to Him and in God's time He will call me home and I will be with my wife again. I asked God to bless you.*



Section **Four**

**THE WAY  
WE PROCLAIM  
USING **MEDIA****



# THE PROCLAMATION CYCLE

Proclamation in the modern world is complex and yet it is the key ingredient to Church health at the local level because when we engage in it, it brings vitality and life as people who are the evangelisers see conversion and for the evangelised, they experience coming to a new life. As the diagram below shows it is a process and a journey requiring both steps that need to be taken and most importantly time for this to occur.

Proclamation starts with a decision to go out and do it and most essentially deciding to understand and love those who will be reached. However, it is as much about the 'reacher,' or the proclaimer, as it is about the person being reached. Both experience conversion.

When using the Proclamation Cycle it becomes a repetitive cycle that builds momentum, that is self-funding and is income-generating for wider works of discipleship and evangelisation.

The Proclamation Cycle begins with what we call the initial Proclamation Spend.

**CONTACT:** The strategic spending of funds, to put the Proclamation content in its various forms, in places where people will come across it. This takes time and occurs in intense periods before the proclamation stage begins.

**PROCLAMATION:** This is the actual sharing of the message of the Gospel.

**ENGAGEMENT:** This is the period of time it takes a person to begin to 'really' listen. At first, people can be slow to allow the message to penetrate their minds and heart.



The critical elements in this process are time and sensitivity to what people are experiencing.

**CONVERSION:** These are the moments when a person begins to hear, believe and accept the love of Christ for themselves. On-going discipleship is part of the conversion process.

**FINANCIAL RETURN:** To reach people outside of the Church for Christ is very expensive. People inevitably realise this and freely and without pressure contribute to cover the costs.

**PROCLAMATION RE-SPEND:** Funds are put back into reaching more people and continuing the Proclamation Cycle.

*"I can only thank you and so appreciate your encouragement and love. You have saved my life, because I have been struggling and did not know what to do"*



# THE CUMULATIVE EFFECT OF 2021

The next day John was there again with two of his disciples and as he watched Jesus walk by, he said, "Behold, the Lamb of God." The two disciples heard what he said and followed Jesus. Jesus turned and saw them following him and said to them, "What are you looking for?" They said to him, "Rabbi" (which translated means Teacher), "where are you staying? He said to them, "Come, and you will see." So they went and saw where he was staying, and they stayed with him that day. It was about four in the afternoon.

John 1:35-39

The disciples asked Jesus where He was staying when they first met Him. They wanted to know Him personally. Jesus said to them come and see and they stayed with Him that day.

Sharing the Gospel takes time and for so many people it is not one thing they see or that is said but a combination of experiences that in effect are being with Jesus.

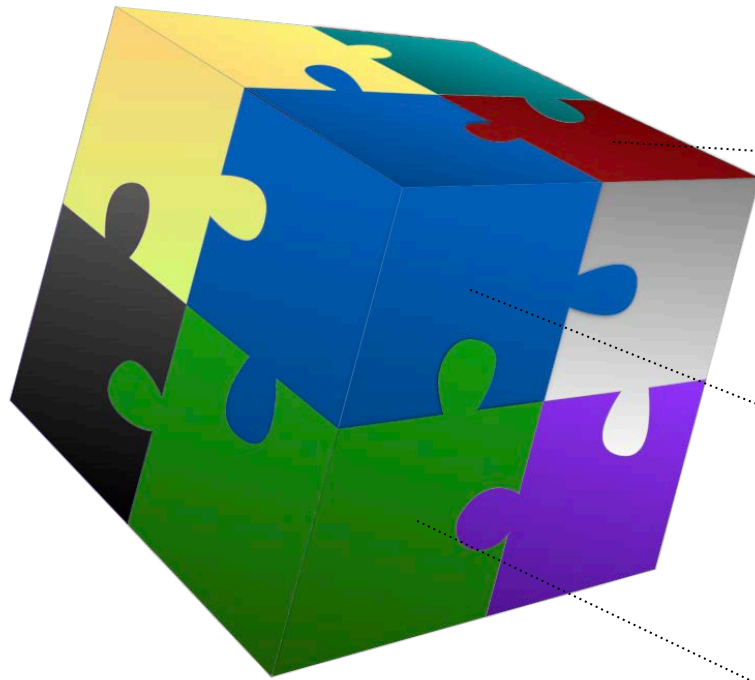
In 2021 we reached out in many ways and the response from people coming to faith, returning to faith and joining a faith community has been remarkable by the thousands of comments, letters and emails from around the world.

It took, however, all of this being done.



# PROCLAMATION WORKS **TOGETHER**

To penetrate the modern world with all of its distractions and sophistication, we must present the Gospel message so that different aspects of the proclamation, when working together, will be seen and will be accessible to people who either are not connected to Church or who are feeling disconnected from the Church in some manner.



## **DIFFERENT WAYS**

These are the different formats, whether visual, audio or print that the proclamation is done by. Some people are readers, others listen and others watch. Some are more emotive while others are more intellectual. Different ways are essential.

## **DIFFERENT PLACES**

The Church sometimes develops different ways to proclaim the Gospel, only to communicate the details to their people who are already attending Church. We have to distribute the Gospel in different places such as television, radio, online, social media etc., so that it will be found by those not reading Church bulletins.

## **SAME TIME**

To have the best chance of successfully reaching people outside the bubble of the Church, proclamation has to be done in multiple ways and in different places at the same time and for a sustained time. People need to come across it. For some people, just one exposure to the message is enough, but for most people today, it takes multiple exposures to the message for them to respond.



# FIND & CONNECT TO FAITH COMMUNITIES

As much as an individual or even a Ministry might be an evangeliser, the Church is always the great evangeliser. Evangelisation is a process, but even more, it is a journey throughout our life as we are continually transformed into Christ.

Connecting people to a local faith community centred around Eucharist and Sacraments is critical to their spiritual growth and discipleship. People are connecting with parishes around the world.

This Ministry ushers people into the Church.

*- I have been watching you on Youtube on and off for several months. Your words were so inspiring that I decided to become Catholic. I was confirmed last Sunday.*

*- Thank you! It is amazing to think of praying with you all! What a gift! Most importantly, I thank you Bruce for the ministry you are doing. You have had a significant role in our Lord bringing me back to the Catholic Church. I am grateful beyond words.*

*- I wanted to thank you so much for totally making me see Reconciliation in a whole new light. I've dreaded it in the past and not know what to say. I was going about it all wrong. What a shame I have made it to 64 before having my eyes opened so I could see reconciliation as it really is. Thank you so much for the inspiring work you do.*



*I was a Catholic that had been disenchanted with the Church a long time ago so had been going to another Church. When I first saw The Catholic Guy on TV I was surprised. I had the Personal Prayer book written by Bruce sent and joined in the Holy Week prayers and now am praying the Rosary with you each day.*

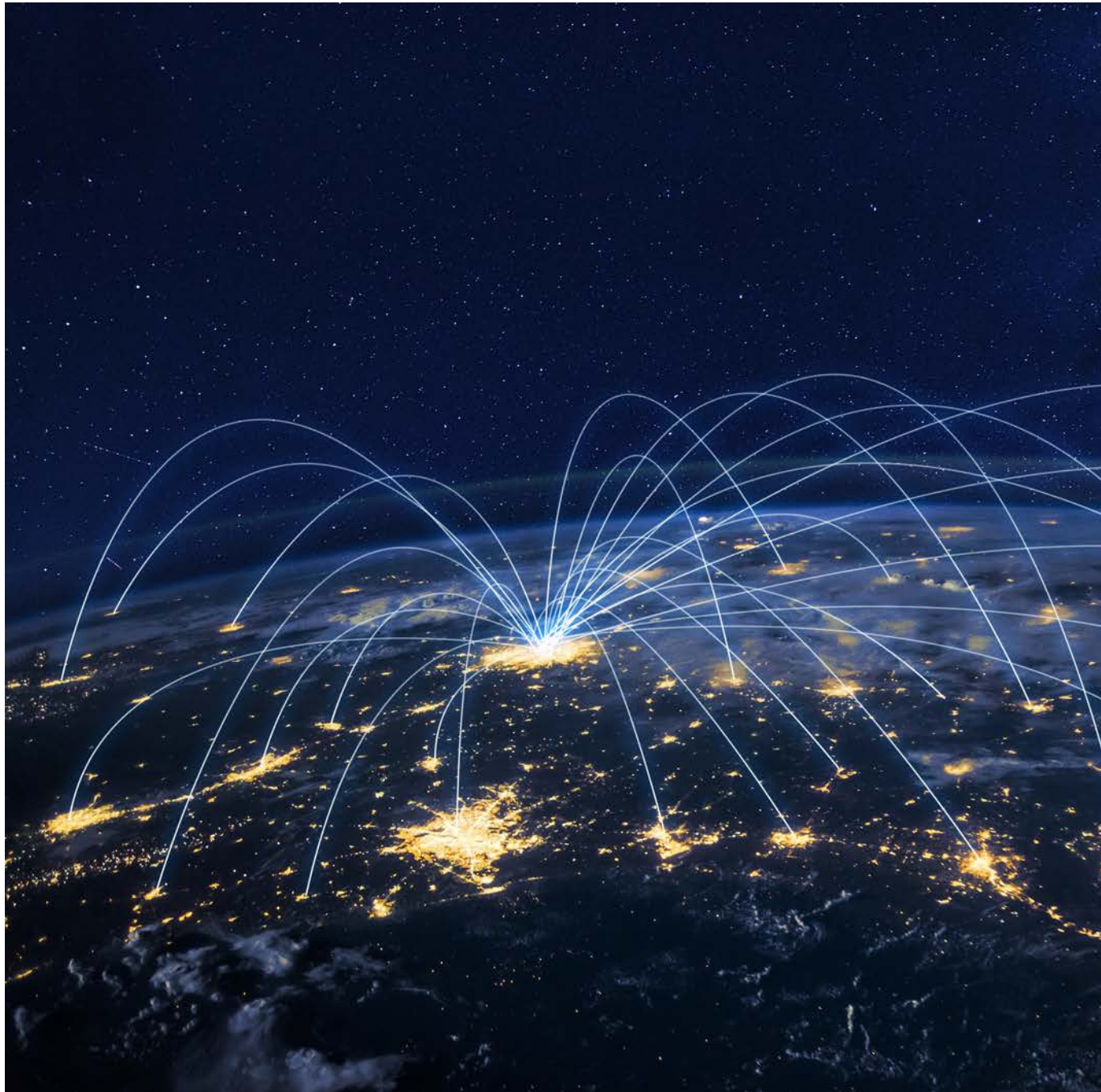
*Bruce - you were instrumental in bringing me back to the Church and I am sure I am not the only one.*





Section **Five**

**HOW DO WE  
PAY FOR  
PROCLAMATION?**





# GOING BEYOND THE BUBBLE OF CHURCH



Our method of Proclaiming Christ, reaching people who do not attend Church or enriching the lives of those who do, starts with first FINDING THEM.

In business, this is called marketing and is both putting out the brand and a consistent message and then advertising, which is saying this is what is happening and inviting people in some way to participate in particular activities.

We start this process by creating advertisements about upcoming activities that people can respond by signing up to receive it or deciding to watch through various various media and social media platforms where we will put the content.

Additional to this, we know that many people can feel awkward talking about faith to family, friends and others but they want them to experience what they have in listening to our content. We, therefore, make the initial materials very simple, modern and contemporary and in formats that they can forward on and not have to discuss it they do not want to.

The secret is putting this message in places that people will come across. If they do not see it, they cannot respond to it as the Holy Spirit prompts them.

Going outside the bubble of Church to where the majority of people are requires a combination of activities all working in unison. As the Proclamation Circle showed this is the first step.



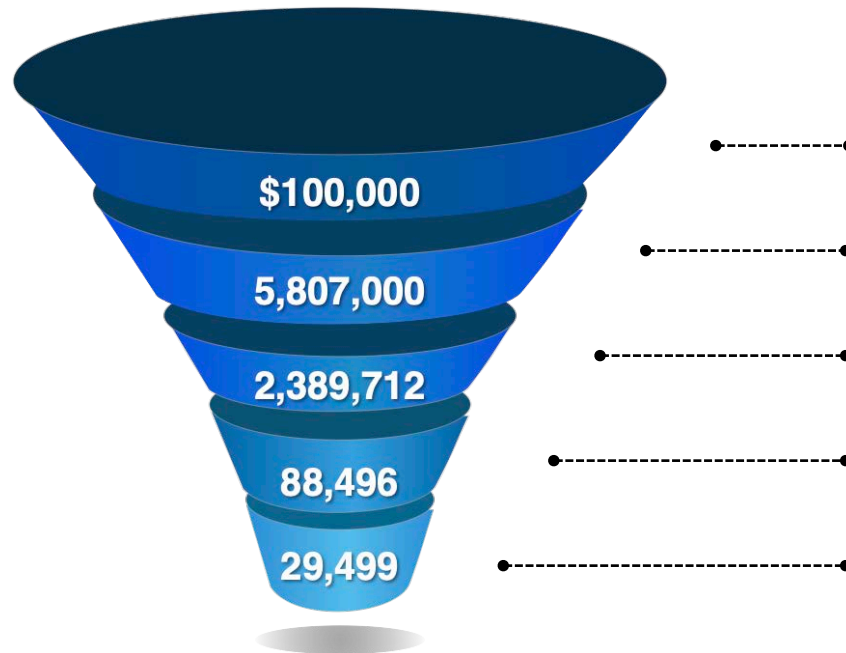
# HOW TO REACH BEYOND THE CHURCH BUBBLE



One of the most effective ways of reaching people is by putting the advertising content we produce on social media platforms. This is where many people come across it and engage with it privately at first. Essentially using Jesus' language, it is all about casting seeds that might land in fertile soil. As a ministry when we do cast seed beyond the bubble, the return is significant. There are a number of ways to do this.

The funnel diagram below starts with an initial spend that we call the 'Proclamation Spend' of \$100,000. This pays for the advertisement to be shown 5,807,000 times. Each showing is called an Impression. A total of 2,389,712 people had the advertisement served to them meaning some people received it multiple times. From this, 88,496 people went to the sign up page to see what our advertisement was about. Of this, 29,499 people actually signed up to receive the content.

NOTE: These figures are from our Lent 2021 campaign.



## Proclamation Spend

The Proclamation Spend is the funds used to reach people where they are.

## Impressions

Impressions are the number of times the invitation to participate will go out.

## Unique People

Unique people are the number of individuals who have the invitation land in their social media account.

## Page Visits

Page visits are the number of times people visit the landing page where they can sign up to receive the Proclamation content.

## Sign Ups

Sign Ups are the number of people who agree to receive the proclamation content.

**A Spend of \$100,000 leads to 29,499 new people signing up to receive our materials for the start of Lent.**



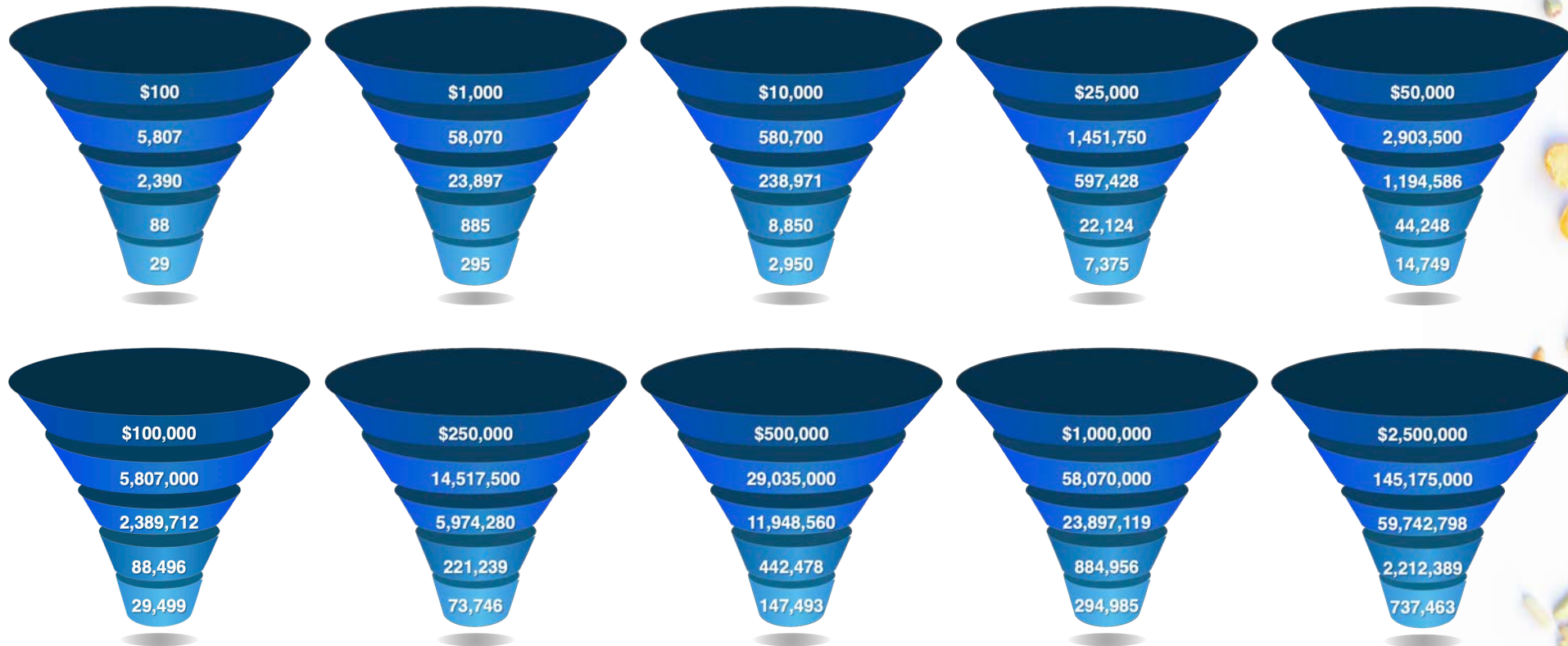


# EVERY SINGLE LIFE COUNTS

We passionately believe that every single life matters. Your son, my daughter, their husband, our friends are all valuable. If only we could reach everyone!

That is what we are unapologetically trying to do. If we spend \$2.5 million dollars we can send out over 145 million advertisements that will change their lives, those they love and our world.

It matters that we cast as much seed as we can.



*I thank the Lord to you! You kept me from suicide and put my feet back on the narrow path. Every day you give us a small doable bite, or invitation to grow. These bites turn out to be foundational and so strengthening! Keep up the good work.*

# THE FUNDING PROCESS

*OUR CONTENT IS FREE TO EVERYONE. ANYONE CAN RECEIVE IT REGARDLESS OF WHETHER THEY CONTRIBUTE FINANCIALLY OR NOT.*

## STEP 1

When starting a new outreach, it takes an initial investment of funds to commence the process.

As a ministry, we conduct multiple small and large campaigns to Proclaim the Gospel. Each of these requires an initial start-up contribution.

Further funds are not required as the process funds itself into the future.

It is in this first step that we raise funds from donations.

## STEP 2

The process of finding people to participate in these outreach campaigns is the most expensive part of the outreach process.

This can be done through television, social media, online and through the recommendation of others or through any way that will get the initial information in front of someone.

The way to attract a person is to speak to particular felt needs people face, a seasonal moment such as Lent or an interesting topic that catches a person's interest.

## STEP 3

The content that is delivered must be compelling, explained in accessible language and literally take people by the hand and walk them into deeper faith.

People are not ignorant when it comes to how much an outreach like this costs to set up and maintain. We have spent \$5.8 million dollars setting up the ministry.

People fully expect to contribute, but more to the point, they want to contribute because it is changing their lives and they do not want it to stop.

## STEP 4

People reached by the ministry can contribute in multiple ways.

As an international ministry with audiences in over 142 countries, people can contribute in various currencies.

Our specially designed content delivery pages have options to give.

Phone numbers can be called in the USA and Australia 24 hours a day where someone will speak with you.

*People fully expect to contribute, but more to the point, they want to contribute because it is changing their lives and they do not want it to stop.*

---



# FUNDING SUPPORT

All of the financial contributors to the ministry are part of one of the following three groups. Each group receives different materials every month. We employ a full-time staff member to oversee and care for all of our financial contributors, have contact with them, and pray for their needs.



## FAITH BUILDERS

BRUCE DOWNES CATHOLIC MINISTRIES

Those who give to Bruce Downes Catholic Ministries are called Faith Builders. Together with our Ministry Team, they are working to build the faith of every person we connect with whether they are powerful or weak, rich or poor, young or old, in whatever city, town, village or country they are in.



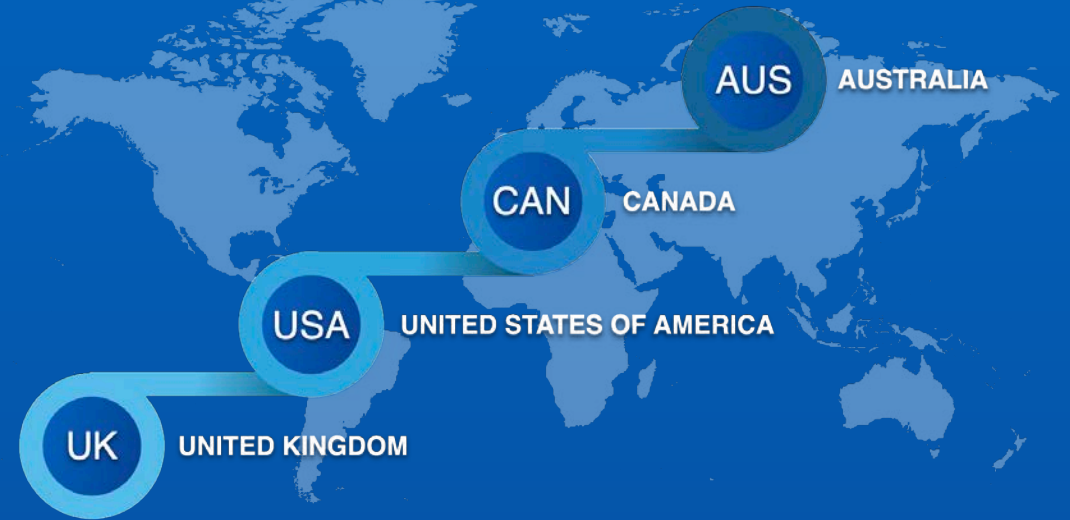
## FAITH BUILDERS PARTNERS

BRUCE DOWNES CATHOLIC MINISTRIES

The Faith Builder Partners are those people who have set up regular contributions through their financial institution. These range from \$2,000 per month to \$5 per month. These are given in the country's currency where they are from eg., US dollar, British Pound, South African Rand, Australian Dollar etc. Faith Builder Partners give us stability and strength.



The Gideon 300 or G/300 are people who contribute a significant amount of money over the space of the year that allows the major works of the ministry to proceed.



For the ministry to be financially it supported by people from all over the world who receive or participate in the Proclamation content.

The four leading countries who give financial support are The United Kingdom, The United States of America, Canada and Australia with many other countries also contributing.

There are Faith Builders, Faith Builder Partners, and G/300 Members in each place.

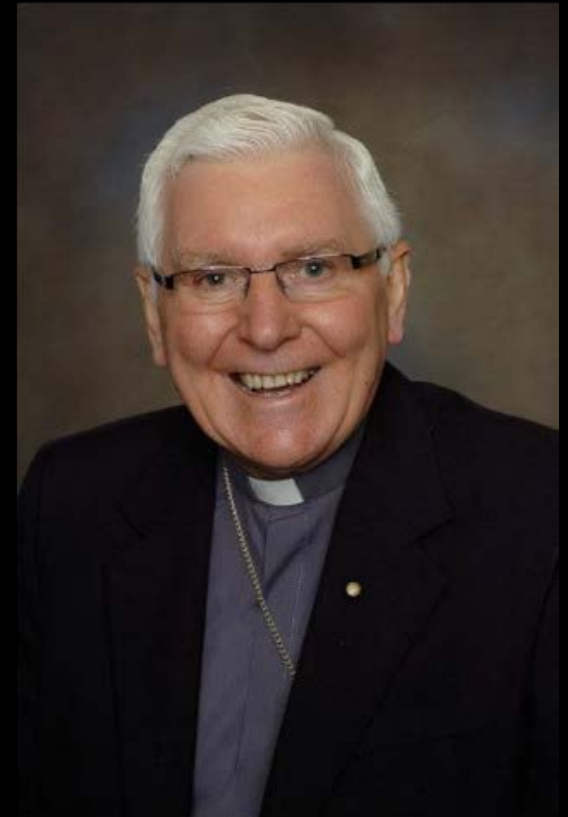
Emeritus Bishop Peter Ingham  
Bishop of Wollongong  
South West Sydney

Bruce and Rosemary Downes have literally capitalised on the power of the media to go out and make disciples of all nations with the life saving message of Jesus Christ and sowing seed of faith, of hope and of love in the hearts of people.

Where The Catholic Guy Ministry has come to in the last 10 years is amazing. It is providentially a work of the Holy Spirit. How else do you explain a work that has been committed to spreading the word of God, that has been prayed over and put into God's hands, has been blessed by the support of numerous dioceses, committed lay people and church organisations, a work that has been tested and tried by sacrifice, hard work, and despite the hardship, the disappointments and the changing circumstances when there seemed to be a lack of great tangible results.

And yet the dream to proclaim Jesus Christ to the world in our modern times using the available powerful, means of communications is bearing fruit in the way that seeds that are sown by prayer and financial generosity and hard work of so many are now beginning to sprout and to blossom and for this we bless God.

So I congratulate you Bruce and Rosemary for your perseverance and your trust in God's providence.





# WILL THEY COME TO FAITH?



Like all parents, Rosemary and I want our family to be safe and happy, to be productive members of society, to grow as people in the use of their gifts and talents and to be able to take up life's opportunities.

BUT MORE THAN THIS

**We want our family to have faith in God and a relationship with God that is the constant throughout their lives in the inevitable highs and lows that will come.**

We cannot give them anything better than faith.

Today, where they live just 10% of all Catholics attend Church on Sunday.  
Some people say that less than 5% of Catholic young people attend Church.

In other countries the numbers are higher but not by much.

What will it be for our grandchildren in the future?

**We want them to have faith, but who will share faith with them and will they hear?**

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# PLEASE JOIN US **AND HELP PROCLAIM CHRIST**



To proclaim Christ go to  
[BruceDownes.org/Proclaim](https://BruceDownes.org/Proclaim)

## OUR PROCLAMATION PRAYER

Lord Jesus, give us and every member of our Church community a hunger today to see all people encounter you as their personal Lord and Savior.

*“Thank you! It is amazing to think of praying with you all! What a gift!  
Most importantly, I thank you Bruce for the ministry you are doing. You have  
had a significant role in our Lord bringing me back to the Catholic Church. I am  
grateful beyond words. May you be blessed in all ways.”*

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