
[Impacters]

Ecclesial (*Church*) Community & Missionaries of Proclamation

Who We Are

A work of and the Church Community of

The Catholic Guy Ministry

IMPACTERS

is a work of and the
Church Community of the
The Catholic Guy Ministry.

It is ONE Church Community
proclaiming Jesus Christ
in multiple locations around the world
that
SHARES the SAME
VISION, MISSION & CORE
VALUES.

WHO ARE WE

WAW 1 WHY IMPACTERS EXIST

To proclaim the glory of
Jesus Christ
to the Ends of the Earth.

WAW 2 WHAT IS IMPACTERS MISSION

To reach those who
do not connect with the Church
whether attending or not,
so that they come into an ever deepening
relationship with Jesus Christ.

WAW 3 WHO ARE IMPACTERS

Impacters are a growing community of people,
anywhere in the world
committed to living the fullness of life found in Jesus Christ,
both personally and together.

Everything
an Impacter **'does'** and who an Impacter **'is'**
flows from this ever-deepening,
personal relationship with Jesus Christ.

IMPACTERS CORE VALUES

What is a Core Value?

IMPACTERS Core Values are fundamental principles that shape the identity, beliefs, and actions of an Impacter and the Impacters Proclamation Ministry and Community.

IMPACTERS Core Values flow from our relationship with Jesus Christ, guiding how we live personally and together, ensuring that everything we do aligns with the fullness of life found in Jesus Christ.

- CV 1 **We value relationship with God as the supreme task of life.**
- CV 2 **We value people who are disconnected from God and the Church.**
- CV 3 **We value passionately our calling.**
- CV 4 **We value servant living.**
- CV 5 **We value the poor, the weak, the hidden and the hurting.**
- CV 6 **We value authentic community.**
- CV 7 **We value doing our best because it honors God and inspires people.**
- CV 8 **We value the multiplication of communities and leaders internationally.**

IMPACTERS PERSONA

What is a Persona?

IMPACTERS Persona is the distinct identity, character, and public image of the Impacters Church Community, shaped by its mission, values, tone, and way of engaging with people.

It reflects how IMPACTERS is perceived by its community and the world, influencing communication, culture, and outreach efforts.

- Bold for Christ
- Authoritative
- Confident
- From real life
- Accessible in many ways
- Humorous
- Professional quality
- Expectant atmosphere
- Surrendered to Christ
- A modern and contemporary brand
- Blue is our brand color
- Energised
- Welcoming
- Smart casual with an edge
- Entertaining
- Knowledgeable
- A little bit of Larrikin

PROMISE OF THE MINISTRY

What We Believe Will Happen

YOU CAN EXPECT TO BE CHANGED

We believe that when the Gospel is proclaimed people's lives are changed. Therefore we believe when people come into contact with the people of The Catholic Guy IMPACTERS Ministry & Community they can, *'expect to be changed.'*

IMPACTERS GUIDING PRINCIPLES

Guidelines For How Decisions Are Made

IMPACTERS Guiding Principles are commitments that direct the ministry's decisions, actions, and interactions. Rooted in why IMPACTERS exists, its Mission and Core Values, these principles provide a framework for how the ministry operates, ensuring consistency, integrity, and faithfulness to its calling in Christ.

- GP 1 **Will this grow the spiritual life of people?**
- GP 2 **Will this allow us to honor and serve everyone?**
- GP 3 **Will this show a level of care, value and respect for those Called?**
- GP 4 **Is this the right consumption of our resources and/or will this increase our resources for the Ministry?**
- GP 5 **Is this innovation gutsy enough?**
- GP 6 **Will this raise leaders to build IMPACTERS Communities, Centers and Sites?**
- GP 7 **Will this care for the poor, the weak, the hidden and the hurting wherever they are?**

IMPACTERS COMMITMENTS

- IC 1 **CHRIST** We are committed to being a Proclamation Ministry & Community where every member knows the love of our Father. In this Community the reality of the sacrifice, victory and friendship of Jesus Christ is experienced as a daily certainty and the prompting gentle voice of the Holy Spirit guides our every step in life.
- IC 2 **WORSHIP EXPRESSIONS** We are committed to a variety of worship expressions that glorify God and are the touchstone through which the deep realities and mysteries of God are made real in people's lives and in the lives of those around them.
- IC 3 **POOR, WEAK, HIDDEN HURTING** We are committed to serving and including the vulnerable and the powerful without prejudice.
- IC 4 **TRUTH** We are committed to living in accordance with the truth of the Church found in Scripture and the tradition of the Catholic Church.
- IC 5 **PRIESTS** We are committed to serving Catholic priests through proclamation that connects people to their sacramental community, while at the same time serving every person no matter their denominational background.
- IC 5 **LEADERSHIP DEVELOPMENT** We are committed to raising leaders and training and developing numerous people in all areas of our operations and Ministry.
- IC 6 **MULTIPLICATION** We are committed to establishing Proclamation Ministry & Communities that will reach the disconnected and grow the connected.
- IC 7 **PROMOTION** We are committed to promoting other evangelistic ministries engaged in the proclamation of the Gospel and supporting them in their mission.
- IC 8 **DISCIPLESHIP** We are committed to forming people to live their Christian life fully in the place where they live their daily life.
- IC 9 **MODERN CONTEMPORARY** We are committed to using modern and contemporary methods of communication.
- IC 10 **EXCELLENCE** We are committed to conducting all areas of operation and presentation with excellence.
- IC 11 **FUN** We are committed to a spirit of fun amongst our Community and in our Ministry.
- IC 12 **COMMUNITY** We are committed to creating authentic Community amongst our Community Members and in our ministry environments.

THE CATHOLIC GUY IMPACTERS

PROCLAMATION MINISTRY & COMMUNITY I SEE

CIS 1 ENCOUNTER JESUS

The Catholic Guy IMPACTERS Proclamation Ministry & Community I See impacts people's lives through an encounter with Jesus Christ; that so transforms their view of life, the world and their future, that they live lives of power, impact, freedom and purpose.

CIS 2 ENCOUNTER EVENTS

I See The Catholic Guy IMPACTERS Proclamation Ministry & Community being known for its life-changing proclamation through its Worship and Teaching Services, Live Simulation Services, television, the media and events that cause people to yield their lives to Jesus Christ.

CIS 3 FULL CHRISTIAN LIFE

I See The Catholic Guy IMPACTERS Proclamation Ministry & Community uphold and call people to live a full Catholic life according to their understanding and ability both in parish and in The Catholic Guy Proclamation Ministry, while at the same time respecting the Christian heritage of people from any Church denominational background.

CIS 4 LEADERSHIP DEVELOPMENT

The Catholic Guy IMPACTERS Proclamation Ministry & Community I See is committed to raising leaders of influence, ministry workers of impact and men, women and children to mature Christian living and knowledge of God.

CIS 5 WITNESS TO

The Catholic Guy IMPACTERS Proclamation Ministry & Community I See is a ministry that cannot be ignored due to its prominence in society, size, vibrancy of life and the fruit of its work of proclamation and therefore is known throughout the city, the nation and the nations of the world.

CIS 6 GLOBAL

The Catholic Guy IMPACTERS Proclamation Ministry & Community I See will spread across the globe into cities, towns and villages through its media and events, and through its Centers, Sites and Groups, outreaching to the lost and connecting them to Christ and their local Church.

CIS 7 LOVE FOR ONE ANOTHER

The Catholic Guy IMPACTERS Proclamation Ministry & Community I See is a place where each member chooses, celebrates and seeks the success of others as if it were their own. It is a Church family where love for one another is tangible, practical, consistent and extravagant. It is a place where to love God fully cannot be separated from loving other members as if they were yourself.

CIS 8 TEACHING A METHOD

The Catholic Guy IMPACTERS Proclamation Ministry & Community I See impacts the Church throughout the world, with a method that can be taught, to reach people who once were involved in Church through its people, activities, resources and methods.

CIS 9 FOR ALL

Yes, The Catholic Guy IMPACTERS Proclamation Ministry & Community I See models and teaches others how to impact people with love, in a manner that seeks their good, by finding a spiritual home for them while respecting their Christian heritage and experience. The Catholic Guy Ministry is open to all. Those who have no other contact with the Church may see the Proclamation Ministry and Community as their only Church family.

CIS 10 CREATIVE

The Catholic Guy IMPACTERS Proclamation Ministry & Community I See seeks to create high quality proclamation activities and products like in the broader society that will cause the broader community to respond and engage. It therefore is powerfully creative and imaginative while being operated by the highest of business standards to steward every resource and opportunity to its maximum potential.

CIS 11 MODERN & CONTEMPORARY

The Catholic Guy IMPACTERS Proclamation Ministry & Community I See is a Church family using the latest methods and technology in proclaiming the message of Jesus Christ in imaginative ways so that it is attractive to those who seek truth in their lives and therefore transforms the modern world.

CIS 12 IN THE WORLD

The Catholic Guy IMPACTERS Proclamation Ministry & Community I See is where its members live out their life of dedication and service to God in the world so as to be the light of Christ to all they come into contact with.

CIS 13 WORSHIP ENCOUNTER

The Catholic Guy IMPACTERS Proclamation Ministry & Community I See worship God through the Sacraments, Worship Gatherings and Prayer Experiences glorifying God and is the touchstone through which the profound realities and mysteries of God are made real in people's lives and the lives of those around them.

CIS 14 DAILY GOD ENCOUNTER

The Catholic Guy IMPACTERS Proclamation Ministry & Community I See is where the love of our Father is known and experienced. In The Catholic Guy Proclamation Ministry and Community the reality of the sacrifice, victory and friendship of Jesus Christ is experienced as a daily certainty and the prompting, gentle voice of the Holy Spirit guides every step in life.

FORMING A PEOPLE

Religious Orders have known for centuries that a key ingredient to men and women taking on the identity of a specific Religious Order occurs by what might be called ‘**Time In.**’ While at a surface level it may appear simple,

‘**Time In**’ is a key ingredient that is more than just time itself. It is what happens in this ‘Time In’ that is critical to the process of an individual’s transformation into becoming a community member.

It is the same with us becoming a committed Catholic and a member of The Catholic Guy IMPACTERS Proclamation Ministry & Community.

Becoming a people or joining a people is about a person’s identity shifting and changing from what it has been as an individual and taking on the thoughts, feelings and habits of the people (Community/Church) they are joining.

This process of transformation comes about through the following activities;

- i. Understanding the founder’s reasons for beginning the Ministry & Community.
 - ii. Understanding the Vision of the Ministry & Community.
 - iii. Connecting and learning the spirituality of the Ministry & Community.
 - iv. Learning the habits and the reasons for the behaviors of the Ministry & Community.
 - v. Experience the cycle of activities that are part of the Community’s life.
 - vi. Discovering where the individual fits into the Ministry & Community and what their gifts are and where they can be used in the Ministry & Community.
 - vii. Spending time with existing members and discovering their personal reasons and enthusiasm for belonging to the Ministry & Community.
 - viii. Doing Ministry together with existing members of the Community and making the Community’s vision practical in their life.
 - ix. Celebrating the calling of the Ministry & Community.
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These lead to a calling to what has been witnessed and experienced in the life of the Ministry & Community.

For the individual, it then becomes their choice which must be made freely.

For the individual, it becomes a personal conviction that this is the way they should live their life.

For the Community, it becomes one family, many gifts.

This conviction leads to a deep joy of being a member of that Community.

This is the way a person becomes a committed Christian again or for the first time and a member of The Catholic Guy Proclamation Ministry & Community.

COMMUNITY PRAYER

Lord Jesus, give me and every member of our Church Community a hunger today to see all people encounter You as their personal Lord and savior.

Almighty God, three persons in one, send Your Holy Spirit on me, upon us, upon the Church, upon the earth.

Lord God, we are desperate for your presence.

Increase our influence and show us Your favor and mercy.

Amen

IMPACTERS IN ACTION

HANDS – FAITH IN ACTION - *Living Our Core Values*

Let your light shine before others, so that they may see your good works and give glory to your Father in heaven.
Matthew 5:16 NRSV

"Hands" represent Doing—our service to others.

- Living out the **Core Values**: Relationship with God, Serving the Poor, Authentic Community
- Proclamation Evangelization is not just words; it's *love in action*.
- How Jesus **ministered** through His hands—feeding the hungry, healing the sick, embracing the broken.

FEET – WALKING WITH PURPOSE - *Deliberate Engagement in Evangelization*

Go therefore and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, ²⁰ and teaching them to obey everything that I have commanded you. And remember, I am with you always, to the end of the age.
Matthew 28:19–20 NRSV

"Feet" represent Being Intentional —deliberately engaging in outreach.

- Our **mission is to go to the disconnected**—to step beyond the "Church Bubble."
- The multiplication of leaders and communities internationally.
- How Jesus sent His disciples to the **lost sheep**, and how we are sent.

VOICE – PROCLAIMING THE GOOD NEWS - *Our Call to Share Jesus Boldly*

Always be ready to make your defense to anyone who demands from you an accounting for the hope that is in you.
1 Peter 3:15 NRSV

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 NRSV

"Voice" represents Proclamation—the core of what we do.

- Why we use media, social platforms, television, and digital spaces to proclaim.
- The **importance of personal testimony**—our stories bring people to faith.
- How Jesus **proclaimed the Kingdom** and how we are called to do the same.

***Reach the Lost,
Grow the Found***

IMPACTERS SPIRITUALITY

Proclamation is more than just information or telling another person of the love of God; it is doing it in such a manner that it leads a person to yield the governance of their life to Jesus Christ.

It is where faith becomes personal, real, powerful and practical in the day-to-day of a person's life. It happens at the spiritual, cognitive and emotional level within a person.

It is what is called conversion.

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This proclamation is not a style that is loud or soft, academic or emotional, but rather a conviction in the proclaimer that what they have experienced and come to know as true, can be a reality in another person's life that will bring them complete and total fulfilment in life as they encounter Jesus Christ.

“Being Christian is not the result of an ethical choice or a lofty idea, but the encounter with an event, a person, which gives life a new horizon and a decisive direction.”

First Encyclical of Pope Benedict XVI, God is love

The proclaimer knows that God is the convertor of hearts and not themselves. Still, nonetheless, this conviction that the proclaimer brings expressed in words and action and a life devoted to Christ causes a person to question and ultimately come to faith themselves through their own personal surrender inspired by the work of the Holy Spirit.

The key to a proclaimer's effectiveness in evangelization is diligent prayer, the Sacraments, sacrificial service and the recognition that they must always decrease so that Christ can take root and take over a person's life.

Here, the Sacraments, which are powerful moments of encounter with God, transform and nourish our lives through the receiving of grace. This grace causes us to be what we could never be by ourselves. It is here that we share in the life of God.