

WE ARE THERE.

Catholic Charities USA Branding Campaign



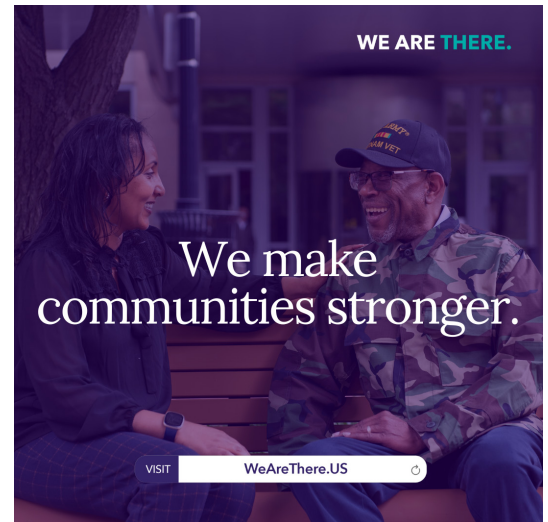
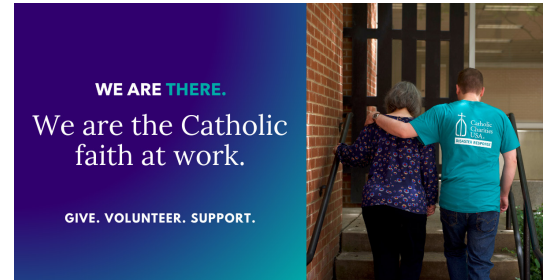
Although Catholic Charities of the Diocese of Green Bay has been around for over 100 years, we often hear from our local communities that they are not aware of who we are. Even with new communication channels and platforms available, we know there is still more we can do to share our programs and services, highlight lives that have been changed and invite others to partner with us in our Christ-centered work.

Over the past several years, we, along with other Catholic Charities locations across the country, have been asking for help to increase awareness of the services we provide. To help increase awareness and inspire people to learn more about their local agency, volunteer, and support our efforts, Catholic Charities USA is leading the way on a brand awareness campaign. The purpose is to educate the public about services available and the myriad of ways Catholic Charities positively contributes to their communities.

Starting in June continuing throughout the coming months, Catholic Charities USA is launching national and regional advertising campaigns to highlight the services provided.

The campaign, entitled "We Are There," is designed to help people understand that Catholic Charities is "there" – caring for our vulnerable neighbors who may be going through the most trying time of their lives. A message of service, regardless of faith, is also central to this campaign.

Catholic Charities Green Bay is excited to be a part of this campaign and looks forward to helping serve more people in our diocese!



Our Services

- Adoption & Pregnancy Support Services
- Mental Health Counseling Services
- Financial Health Services
- Immigration Legal Services
- Refugee Services
- Human Dignity & Life
- Social Ministry & Community Outreach

Catholic Charities of the Diocese of Green Bay

We are also available to work with parishes to help make people more aware of our programs, services, and resources. We would be happy to discuss how we can help your parish!

If you have any questions or would like more information, please contact Lori Paul:

lpaul@gbdioc.org | (920) 272-8318

Promotional Materials

To help our parishes benefit from this campaign, we have included images for social media, your bulletin, or e-newsletter.

Social Media

You can also re-share posts and content from our platforms. Give us a follow on **Facebook** and **Instagram!**

