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ARCHBISHOP NELSON J. PÉREZ LAUNCHES CAMPAIGN TO WELCOME THOSE WHO ARE DISTANT FROM THE CATHOLIC CHURCH AND TO DEMONSTRATE HOW ITS MINISTRIES ARE THE GREATEST FORCE FOR GOOD IN THE REGION

The establishment of five initial missionary hubs, and an extensive advertising campaign, will highlight the positive impact of the Church while inviting all to experience the hope found in Christ's compassionate love.

Most Reverend Nelson J. Pérez, Archbishop of Philadelphia, announced a multipronged effort to raise awareness about the Catholic Church of Philadelphia and its deeply positive impact on the people of the Philadelphia region, while welcoming all those who have been distant from the Church or who are seeking to learn about the Catholic faith.

This effort includes an extensive and privately funded marketing and advertising campaign covering Philadelphia and its suburbs. A standout feature of the plan is the creation of five missionary hubs, a new method of evangelization that will be instrumental in reaching out to Catholics who no longer attend Mass regularly and others seeking a spiritual connection in their lives and an outlet to serve those in need. An estimated 83% of baptized Catholics in the region do not attend Mass regularly. Archbishop Pérez outlined this plan and the role of missionary hubs in his [Pastoral Letter](#) of January 6.

“The Catholic Church in our region has 1.5 million Catholics, directly helps hundreds of thousands of people through our schools and charitable ministries, and has an economic impact of more than \$1 billion a year. It was important to highlight the broad scope of compassionate and dignified service we provide to people of faith traditions and diverse walks of life,” Archbishop Pérez said. “Following the example of Jesus Christ, we are moving to encounter all of our brothers and sisters wherever they are. I want everyone to know that they are not alone and that they will always have a home in the Catholic Church.”

Initial Missionary Hubs Designated

An essential part of this initiative is direct outreach to people through the creation of missionary hubs that integrate the pastoral, educational, and charitable ministries of the Catholic Church of Philadelphia in a particular area to reach people who feel far from the Church. More information about the missionary hub concept can be found at <https://TrustAndHope.org>.

Archbishop Pérez is beginning this multiyear effort by planting one hub in each of the five counties served by the Church. The first five hubs are listed below.

- **Delaware County: Saint Katharine Drexel Parish in Chester**
- **Montgomery County: Saint Alphonsus Parish in Maple Glen**
- **Bucks County: Saint Isidore Parish in Quakertown**
- **Chester County: Saint Ann Parish in Phoenixville**
- **Philadelphia County: Saint Matthew Parish in Northeast Philadelphia**

Archbishop Pérez said, “Through these hubs we will go forth to share the mercy and healing love of Christ by meeting the needs of all people, especially those who feel distant from the Lord. Through their evangelical outreach, programs, and resources, we want to welcome and invite people to connect more deeply with Jesus.”

Each missionary hub will have a team of five trained individuals under the leadership of the parish pastor. Each hub will be designed to address the distinct needs and priorities of the people living within the neighborhoods of that parish and beyond. Adjacent parishes will be encouraged to participate in the programs of the hub.

Planning for the initiatives launched today began early this year with a [pastoral letter](#) to Catholics in the Archdiocese, which was followed by nearly 100 meetings across the region where nearly 15,000 people made their voices heard about the direction of the Church.

‘Catholic. Every Day.’ Marketing Campaign Launched

The marketing campaign –“Catholic. Every Day.” – features ads showing the many faces of Catholicism in the region. They will appear on local TV and radio stations, digital outlets and social media platforms, billboards, and bus shelters. These ads, which are paid for by generous donors, will continue to run through early January 2026. A second flight will launch in February through early April, with a final flight scheduled for May through July 2026.

They are meant to capitalize on heightened attention during key religious holidays and major events happening in 2026, including the Winter Olympics and several highly anticipated events Philadelphia will be hosting such as the FIFA World Cup, the MLB All-Star Game, and the 250th anniversary of the founding of the United States. The TV/streaming plan features commercials during the Olympics, College Football (Notre Dame and Penn State), Sunday Night Football, the CMT Music Awards, CBS Sunday Morning, and the Eagles Gameday Kickoff pregame show.

“In this digital age, it’s critical that we use all the means available to us to get our story out,” Archbishop Pérez said. “This campaign will remind Catholics of their rich heritage of service to

others in Philadelphia, while introducing our message to new audiences in fresh and compelling ways.”

As part of this effort, the Archdiocese also unveiled a redesign of its [website](#). Earlier this year, the Archdiocese launched a video series on [CatholicPhilly.com](#), its official digital news agency, called [Faces of Hope](#) that illustrates the compelling stories of individual Catholics living extraordinary lives of generous service to the community and vibrant Catholic faith.

Partners in the advertising and marketing campaign include [AgileCat](#) and [MayoSeitz Media](#), with ongoing support from [Devine+Partners](#).

For more information about the Missionary Hubs, please visit <https://TrustAndHope.org>.

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