

Pokevangelization

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I wanted to share with you a resource that we created called *Pokevangelization* which has been making the rounds across the country as the *Pokémon Go* phenomenon is sweeping across our churches, parishes and schools. We have had an incredible interest in this document and thought it might be helpful with you through this blog site.

Parishes who had heard about the game and were hoping for more information were calling our office so we generated this resource to help them. They had noticed for example increased foot traffic to their locations at unusual times of the day by young people. They were curious how to approach these persons and what specific reasons they were drawn to their church or location. The resource outlined many of the questions and concerns of parish leaders but can also be used by parents or others interested in learning more about *Pokémon Go*. It also outlined an intentional approach to evangelizing those who are playing *Pokémon Go* as these newcomers present a huge opportunity to engage and outreach to young people and their families.

Pokémon Go designates churches and schools as pokestops, gyms or battle grounds. This is something that is randomly generated by the app based on Google coordinates so parishes might not even be aware they are a site unless they see people coming to catch a Pokémon or someone on staff plays the game. We felt that by helping our parishes to embrace this and creative positive encounters was important.

Making parishes aware of why people are coming to their location is the first step. The second step is to help parishes to evangelize those who are coming so that this can be a moment of opportunity and possibility. It is likely that many coming to the Cathedral, for example, have never been there before and the presence of a welcoming volunteer who engages them in conversation can make all the difference in cultivating a favorable opinion of the Catholic Church.

Here is the link to access the ***Pokevangelization Resource*** that we created in the Diocese of Green Bay: <http://www.gbdioc.org/images/Pokevangelization.pdf>.

You can share with your folks as you wish. We are glad to see it being used throughout the country!