



GENERAL SUPERIOR
CONGREGATION OF THE
PRIESTS OF THE SACRED HEART
Dehonians

Prot. N. P0064/2017

Rome, April 15, 2017

Subject: Communications strategy for our Congregation

Dear Superiors,

As has been mentioned in the Programmatic Letter, we are going to call special attention to communication in our Congregation to be more faithful to Fr. Dehon's example and respond to our real needs and the needs of people who we serve. With this letter, I would like to present you the steps that we have already done and which need to be done.

1. Corporate identity

During the past year the General Administration has discussed the importance of creating a common identity for the Congregation. In marketing terms, this is often referred to as a "corporate identity." It is a set of visual cues, such logos and colors, along with words or phrases that quickly bring to mind the organization that they represent. The apple logo of Apple Computer and the blue and white of the Facebook logo are two excellent examples of this.

We would like to have that kind of instant "brand recognition" for our Congregation. Whatever our ministry, wherever we are in the world, we want people to quickly identify it as "Dehonian." To do this, we believe that we need to have a **common logo and a common name**.

In practice, we already have a common logo: **the heart within a cross**. With the vote of the General Council we have decided to make this **our official "common" logo**.

At the same time, we have decided to make **official** what has already become a **common name**, a popular name in many of our Entities: **"Dehonians."** We are not speaking about our institutional name (*Congregation of the Priests of the Sacred Heart*, cf. CST 1), but something simpler and more direct as for example Jesuits (*Society of Jesus*) or Salesians (*Society of St. Francis de Sales*) are well known around the world. Obviously, the official common name will be adapted in the variety of languages, as for ex. Dehonianos, Dehoniani, Dehonianer, etc.

What does this mean for our Entities? For many, nothing will change. The heart with the cross and the name "Dehonians" is already in use on websites and other communications.

However, in Entities where this is not the case I am asking you to think about the transition to use of the common name and logo. In some Entities, it may be helpful to pair the name "Dehonians" with the name with which you are now known, as above in this letter. For example,

the German Province might have “Herz-Jesu-Priester” follow the name “Dehonianer” in its public communications. The US Province could have “Priests of the Sacred Heart” follow the common name: “Dehonians”. We are aware that this process implies a transition, which will be guided by the International Communication Commission, where each single Entity needs to be treated in a particular way, according to their requests and situation.

2. Mission Statement

At this time I would also like to call your attention to the Mission Statement for the congregation, developed by the General Council, in collaboration with others. We believe that it captures our core purpose as a religious community and in particular, as men who have been called to carry on the charism of our founder, Fr. Leo John Dehon. The Mission Statement is not simply a communications tool. Much more important, it is a tool **for us** in our ministries and our life together as Dehonian confreres to help us to reflect on and answer the question: “Is this Dehonian?”

The text was reviewed by the Major Superiors at their meeting in November – December. **Incorporating their input, the Council voted to approve the following statement:**

Our Vision: Love with heart and mind

We are witnesses of God’s transforming love in souls and society.
We spread God’s love around the world with open heart and mind.

Our Mission: Adveniat regnum tuum – Your kingdom come

We are especially for people who are most in need and for the young.

Our Congregation focuses on education, social work, missions,
spirituality and media to announce the kingdom of God.

We live in community, are inspired by daily Eucharistic Adoration
and in a fragmented world we believe unity to be possible.

3. International Communications Commission

Finally, **we have established an International Communications Commission** to help us move forward with the communication strategies identified at the January Media Experts Meeting in Rome. Members of the commission are:

- Fr. Radek Warena (POL) - *Coordinator*
- Fr. Stefan Tertünte (GER - Centro Studi Dehoniani)
- Fr. Antonio Rufete Cabrera (ESP)
- Mrs. Mary Gorski (USA).

In the months ahead you will be hearing more from them regarding our congregational communications. Please know that they are acting with the full endorsement of the General Council.

We believe that these are vital first steps in creating a communications strategy for our Congregation. Communications may seem like a secondary task, but in reality, it must be a

priority. It must go hand-in-hand with our mission and our ministries. Professional, focused communication is key in sharing who we are with others, in spreading the charism of our Founder and the spirituality of the Dehonians. We are convinced that only with a good collaboration we can reach our communication's goals and be more visible and significant in the digital world.

In Corde Jesu,



Heinrich Wilmer
Fr. Heinrich Wilmer, SCJ
Superior General