

6C Special Purpose Publication
INSPIRATION THROUGH PRAYER: PRAYERS FOR ALL SEASONS
Benedictine Health System

PLANNING

The Benedictine Health System is a mission-based and values-directed not-for-profit Catholic health organization, which means the Benedictine Mission and Core Values are guides for each employees' daily work. Ongoing education and communication efforts reinforce the importance of the Mission and Core Values in every action throughout the System.

St. Benedict, the founder of the Benedictine way of life, called his followers to balance work, prayer and leisure. Encouraging prayer as part of the daily life within BHS has been an integral part of the BHS Mission integration efforts. All within the System are encouraged to pray before beginning any endeavor - from major corporate conferences to individual department meetings, from public morning prayers over facility speakers to one on one with residents or patients.

This project's major goal was to create a large prayer resource that would meet the Participating Organizations' requests for a daily prayer reference for employee and long term care resident use. It would also need to provide continuing education on the BHS Mission and Values.

Because the document needed to contain a large quantity of simple prayers that could be used in multiple settings and by people of different denominations, it was determined that a printed piece would be the best option to meet all the varied needs. The design needed to be portable, yet have large enough type for an elderly person to read easily. The product needed to be produced in large enough quantities to provide necessary copies for all facilities within a tight budget. The production timeline was set to have the document ready for distribution with the Feast of St. Benedict celebration materials to save on postage.

APPROACH

Working with the Director of Liturgical and Ritual Services, the Marketing & Communications Department created *Inspiration through Prayer: Prayers for All Seasons*. The junior portfolio sized 122-paged volume contains more than 190 prayers categorized by the seasons in the church calendar, by date, and cross-referenced by Saints names, type of prayer, and topic.

Introductions to each section are educational in nature, describing the importance and meaning of the section. Prayers not only covered the church calendar and Feast Days of Saints, they addressed specific situations that arise within health care organizations – illness, injury, suffering, and worry.

Working with a local freelance designer and printer, a simple design was chosen which included a four-color wrapped cover that allows the prayer book to lie flat when open, an important feature during formal rituals. An

administrative assistant completed the page numbering of the index to reduce the amount of time spent by the designer on the project.

BUDGET

The overall project budget design and printing was \$12,700. Utilizing the skills of a local freelance designer brought the design, type and illustration in at \$2,500. To maintain the budget, inside pages were two-color with line art illustrations, some previously used for other projects. Printing of 2,000 copies was \$8,361.

The project came in 14 percent under budget, nearly \$1,840. Mission Integration staff time represented the largest investment in the project, an estimated 200 hours of research and writing, a labor of love for one Benedictine Sister. In addition, Marketing & Communications staff devoted nearly 65 hours to writing, editing, and production, and one administrative assistant contributed 25 hours to complete the index.

The project was completed in January 2002 and distributed in February 2002, well ahead of the March 21 Feast of St. Benedict. As planned, it was distributed cost effectively at a meeting of the Participating Organizations' CEOs, so no additional postage was incurred.

RESULTS

More than 500 copies of *Prayers for All Seasons* were initially distributed to BHS Member, Sponsored and Associate Organizations across eight states. Direct feedback from the Mission Coordinators at each site has noted an appreciation for the extensive content, the easy handling size, the section explanations and comprehensive index. Requests for additional copies continue to come in as additional uses are found for the book. Facilities are using the prayers for regular services, to begin the day in a nursing home, and in general business sessions.

In the fall of 2002, BHS conducted its biannual employee Mission & Values to measure Mission Integration efforts and evaluate employee satisfaction. Results showed a significant increase in the understanding of the BHS Mission and Core Values. In 2002, 92 percent responded that they understood the concept, up from 89 percent in 2000.

An additional 150 copies were distributed to Benedictine monasteries throughout the United States, offering a prayer resource to other Benedictine organizations. Monastery leaders responded affirmatively, purchasing additional copies to share with their individual ministries and Sisters.

In August, when the BHS Intranet was launched, the content of the prayer book was placed online for easy access by all BHS employees. The prayers have also been featured on the BHS public website and printed with permission on the Catholic Health Association daily prayer section of their website and in their publications.

The project demanded a great deal in production, but the results have been successful in achieving all the goals.