



16 Oct 2007, #139

Capuchin

# Vocation Update

Province of St. Joseph

Have you seen this ad in Milwaukee?

capuchinfranciscans.org

1-773-475-6206

Imagine  
You Making a Difference  
For a year, for a lifetime

Visit the Capuchin Franciscans at:  
[www.capuchinfranciscans.org](http://www.capuchinfranciscans.org)

The September issue of *Wolfprint*, the student newspaper of Cardinal Stritch University in Milwaukee, launched a fall semester media blitz for the Capuchin Vocation Office. The ad also advertises for Cap Corps, the Capuchin Franciscan Volunteer Program that offers men and women the chance to volunteer service for one or two years. The PR campaign has placed this ad in each of the four monthly editions of *Wolfprint* through December. It has been designed to test whether advertising on university campuses can be effective for Capuchin vocation promotion, given the changes noted in the Millennial Generation.

The campaign kicks into high gear in November, when the ad also will be placed eight times in Marquette University's student paper, *The Marquette Tribune*. This placement coincides with the Midwest Capuchins' wider PR blitz promoting Capuchin ministries in Wisconsin through print and bus advertising. At the same time, the Vocation Office will place bus shelter ads on the Marquette and University of Wisconsin campuses in Milwaukee.

Attend the Detroit Capuchin Ministry Weekend, **October 26-28.**

Learn more about Detroit Capuchin ministries.

Candidates and Inquirers welcomed.

Reservations required.

Contact Vocation Director Fr. John Holly:

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