



10 PRINCIPLES

1. **Don't get mad, reframe.** *Look for the positive intention -- challenge a prejudice or preconception. There's often a Christian value at the heart of a criticism. Speak to it.*
2. **Shed light, not heat.** *We're here to open doors. We're the Peace Corps, not the Marine Corps*
3. **Think in threes.** Don't be distracted. Have three points and know how they relate to one another. Go back to them again and again.
4. **People won't remember what you said as much as how you made them feel.** Aim for civility, empathy and clarity. *We aim to be the "joyful messengers of challenging proposals" that Pope Francis calls us to be.*
5. **Show, don't tell.** Stories are compelling. Run with what you know. Stay in your lane. "Think of yourself not as the spokesman of a remote corporation, but as a delighted disciple with stories and experiences to share."
6. **Remember to say "Yes."** Offer the fullest freedom the Church proposes.
7. **Compassion counts.** Be ready to absorb anger and hurt.
8. **Numbers aren't everything.** A fact is meaningless without content and perspective.
9. **It's about witnessing, not winning.** You're not there to win a debate, but to witness to the love at the heart of our faith.
10. **It's not about you.** It's about Jesus. It's His Church you represent.

These are adapted from Kathryn Jean Lopez's and Austen Ivereigh's *How to Defend the Faith without Raising Your Voice*, published by Our Sunday Visitor.