

# Imitating Saint Juan Diego

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## Overview

The Imitating Saint Juan Diego program encourages councils to promote devotion to St. Juan Diego and Our Lady of Guadalupe. As Knights of Columbus, whose patroness is Our Lady of Guadalupe, we are called to be her messengers, just as St. Juan Diego was throughout his life. The appearance of Our Lady of Guadalupe to St. Juan Diego led to the mass conversion of millions of indigenous people to the Catholic Faith and continues to serve as a means of evangelization today. Councils can teach others about their lives and status as powerful intercessors by organizing a traveling image of Our Lady of Guadalupe for families, by encouraging acts of popular piety, and by sharing other devotional materials with members and their parish communities.

## Featured Program Requirements

For two program credits toward the Columbian Award – Organize a traveling image of Our Lady of Guadalupe in your community to encourage families to pray and grow in devotion to Our Lady. Report activity using the [Fraternal Programs Report Form](#) (#10784).

## Action Steps

1. Working with your pastor, develop a plan to promote devotion to St. Juan Diego and Our Lady of Guadalupe.
2. Consider the following activities:
  - Organize a traveling image of Our Lady of Guadalupe in your parish and council.
  - Organize a prayer service in honor of St. Juan Diego or Our Lady of Guadalupe, such as a Votive Mass or [Rosary to Our Lady of Guadalupe](#) (#11879).
  - Distribute resources such as prayer cards or biographies about St. Juan Diego and Our Lady of Guadalupe (see the list of resources at the end of this guide sheet for examples).

### Organizing a Traveling Image of Our Lady of Guadalupe

- Procure an image from Supplies Online.
- Choose someone from your council such as the Program Director or the Faith Program Director to coordinate the transfers of the image between families and ensure that the program runs smoothly.
- Schedule a start date for the program. You can start the program at whatever time works best for your council and parish, but two dates to consider are the Feasts of St. Juan Diego (Dec. 9th) and Our Lady of Guadalupe (Dec. 12th). Alternatively, your council can end the program on these dates and host a celebration.
- Invite members of your council and parish to sign up to receive the image for one or two weeks at a time through an online sign-up page or paper forms, such as the [Traveling Image Schedule](#) (#11880), at the parish.
- Provide the image, along with resources, to the first household or individual hosting the image. Resources might include the [Who is St. Juan Diego Brochure](#) (#11874), a [Rosary to Our Lady of Guadalupe](#) (#11879), the [Imitating Saint Juan Diego Brochure](#) (#11877), [Consecration to Our Lady of Guadalupe Prayer Card](#) (#11878) and [The Woman Who Changed the Face of a Hemisphere Booklet](#) (#4752). Recipients should place the image in a prominent place in their home where they will be reminded of Our Lady and convene in prayer.



- In advance of the event, share the contact information with each participating individual or family so they can arrange the transfer of the image and resources. Participants should be regularly contacted to ensure there are enough resources remaining for the next participants.
  - After the conclusion of their allotted time, the image and the resources should be transferred to the next home. Participants can determine how to make the transfer. For example, some families might host others for a meal and a rosary. Others might want to simply hand it off after a Sunday Mass.
  - At the end of the year, when the council receives the image back, schedule a social after Mass involving those that participated in the program.
3. Build public interest for the program! Promote the *Imitating Saint Juan Diego* program in your parish and larger community through a variety of efforts:
    - Prominently display promotional posters at the high-traffic areas of the parish.
    - Post a signup sheet in the parish hall or create a QR code with registration.
    - Bulletin announcements.
    - Pulpit announcements.
    - Post on your council and parish website / social media pages.
  4. If hosting an event:
    - Wear Knights of Columbus-branded apparel and have the council membership director set up a table with brochures and membership documents (including [Prospect Cards #921A](#)).
    - Encourage men to join at the event using the [kofc.org/join](http://kofc.org/join) website on their phone.
  5. If organizing a traveling image, include membership materials in the packet of resources.
  6. Enlist a fellow Knight or community member to photograph the event.
  7. To gain credit for your program, complete the associated reporting forms.
    - Immediately after your event is finished, complete the [Fraternal Programs Report Form](#) (#10784)
    - At the end of the fraternal year, complete the [Columbian Award Application](#) (#SP-7)

## Resources

1. #11877 – [Imitating Saint Juan Diego Brochure](#)
2. #11874 – [Who is Saint Juan Diego? Brochure](#)
3. #11879 – [Rosary to Our Lady of Guadalupe Prayer Booklet](#)
4. #11878 – [Consecration to Our Lady of Guadalupe Prayer Card](#)
5. #11880 – [Traveling Image Schedule](#)
6. #11891 – [Secrets of Her Image Booklet](#)
7. #4752 – [The Woman Who Changed the Face of a Hemisphere Booklet](#)
8. #11875 – [Horizontal Poster](#)
9. #11876 – [Vertical Poster](#)
10. #10575 – [Secrets of Her Image Poster](#)

*Images of Our Lady of Guadalupe are available on Supplies Online.*