

CONFIDENTIAL STRATEGY DOCUMENT

Holy Journey

U.S. Parish Pricing & Fulfillment Guide

A complete commercial model for parish subscriptions, leader formation, guided implementation, on-site intensives, add-ons, and measurable renewal.



Prepared for U.S. market development
October 2026 | All prices in U.S. dollars

1. Executive recommendation

Keep the parish offer simple: two subscriptions, one premium implementation upgrade, and custom diocesan pricing.

Recommended architecture: Parish for capable self-directed teams; Guided for parishes that want Holy Journey to build and sustain the ministry with them; On-Site Guided for a premium two-day foundation intensive.

Offer	Annual subscription	Monthly option*	First-year launch	First-year total
Holy Journey Parish	\$1,800	\$180	\$750	\$2,550
Holy Journey Guided	\$3,600	\$360	\$1,500	\$5,100
On-Site Guided	\$3,600	Not promoted	\$8,500	\$12,100 + travel

*Monthly payment requires a 12-month agreement. Annual payment provides an effective two-month discount.

Commercial principles

- Charge one flat price per parish campus; do not charge a digital fee per participant.
- Include required leader certification in every first-year package.
- Call the one-time charge a Launch and Leader Formation Fee, not a setup fee.
- Make Guided the recommended package and keep Parish as the self-directed alternative.
- Offer custom pricing only for parish families, multi-campus ministries, and dioceses.
- Keep new Catholics free from a required program tuition; parishes may pass through optional print-material costs.

Core individual offer

If Holy Journey also sells directly to individuals, price the core digital journey at \$129 one-time, with an introductory price of \$99 or four payments of \$35. A finite journey should not be forced into an individual recurring subscription.

2. Parish package comparison

Both packages provide the complete Holy Journey pathway. The difference is the depth of implementation support and ongoing accountability.

Included	Parish	Guided
Best fit	Strong OCIA or adult-formation leader	Parish wants implementation partnership
Parish license	One campus; unlimited participants and cohorts	One campus; unlimited participants and cohorts
Leader accounts	Up to 5	Up to 12
Core course + digital guides	Included	Included
Leader certification	Self-paced + live orientation and practicum	Private workshops + practicum and feedback
Pathway design	Template-based	Customized with Holy Journey coach
Launch meetings	One orientation + practicum	Structured 90-day launch sequence
First-cohort support	Email + group office hours	Session 2, midpoint, and closeout reviews
Ongoing coaching	Group office hours	Quarterly private coaching
Mentor System	\$199 annual add-on	Included
Mini-Journeys	Available separately	Two included annually
Annual outcomes review	Automated summary	Coach-led leadership review
Support target	Two business days	Priority support

Launch gate: At least one lead facilitator must be certified before the first official Holy Journey cohort begins. This is a quality-control measure and a renewal strategy.

3. Fulfillment model

The operating model must be repeatable, measurable, and profitable without sacrificing pastoral quality.

Workstream	Parish fulfillment	Guided fulfillment
Ownership	Parish implementation leader	Parish leader + named HJ Success Coach
Readiness	Digital assessment with templated recommendations	Coach reviews readiness and creates corrective plan
Formation	Self-paced modules; one live orientation; practicum	Two live workshops; practicum; direct feedback
Launch	Checklist and automated reminders	Coach-led readiness review and 90-day plan
Cohort monitoring	Portal dashboards and automated alerts	Dashboard plus three live cohort reviews
Continuation	Templates and group office hours	Quarterly planning; next cohort and Mini-Journey selection
First-year HJ labor target	5-7 hours	18-22 hours
Renewal labor target	2-3 hours	8-10 hours

Guided coaching cadence

- Sponsor alignment: confirm pastoral support, purpose, decision rights, and success expectations.
- Pathway workshop: map Alpha, OCIA, Holy Journey, parish ministries, and the participant's next step.
- Leader workshops: teach facilitation, prayer, accompaniment, follow-up, boundaries, and portal reporting.
- Practicum: observe a sample segment and provide feedback before certification.
- Launch review: confirm calendar, invitations, mentors, roster, communications, and continuation plan.
- Cohort reviews: after session two, at midpoint, and after completion.
- Quarterly coaching: review parish health, leadership bench, Mini-Journeys, and the next cohort.

Capacity planning

A mature success coach should support approximately 40-50 Guided parishes, depending on new-parish volume and support intensity. Track coach time per parish from day one. The launch fee funds concentrated implementation; the subscription funds continuing coaching, platform access, content, and support.

4. Leadership quality and launch timeline

Holy Journey should certify the ministry system, not merely sell access to content.

Gate	Required evidence	If not ready
1. Sponsorship	Pastor/senior sponsor, implementation leader, two facilitators, mentor coordinator	Assign roles before proceeding
2. Readiness	Clear need, target participants, calendar, leadership time, invitation plan	Create corrective action plan
3. Certification	Training complete; practicum passed; diocesan safeguarding acknowledged	Coach, retrain, or replace lead
4. Launch approval	Dates, roster, mentors, communications, portal, next-step plan	Delay launch rather than start poorly

Standard six-to-eight-week launch

Timing	Milestone	Primary output
Day 0	Agreement and payment	Portal, checklist, welcome, coach assignment
Week 1	Intake and readiness	Roles, parish profile, target launch date
Week 2	Pathway design	Documented transition from OCIA and next-step map
Week 3	Leader foundations	Self-paced training completed
Week 4	Live leader training	Facilitation, prayer, care, reporting
Week 5	Practicum	Certified facilitators and improvement notes
Week 6	Launch preparation	Calendar, communications, mentors, portal roster
Weeks 7-8	Recruitment and onboarding	Participants welcomed and baseline captured
Cohort	Delivery and support	Attendance, risk alerts, midpoint review
After cohort	Continuation	Next steps, follow-up surveys, next cohort

5. Leader certification and training pricing

Initial leader formation is included because leadership quality directly affects participant outcomes and renewal.

Certification pathway

Module	Format	Standard
Mission and model	Self-paced	Understand post-initiation formation and complementary positioning
Facilitation	Self-paced + live	Lead adult discussion without lecturing or losing focus
Prayer and accompaniment	Self-paced + live	Create a faithful, relational, prayerful environment
Participant care	Live scenarios	Follow up appropriately; escalate pastoral concerns
Mentors and boundaries	Self-paced	Clarify role, confidentiality, and referral
Portal reporting	Guided practice	Complete attendance and milestones in minutes
Practicum	Observed	Run a sample segment and implement feedback

Training price card

Training product	Price	Use
Initial certification	Included	Up to 5 Parish leaders or 12 Guided leaders
Additional individual certification	\$195/person	Additional leaders beyond included limit
Open-enrollment certification	\$249/person	Individuals or small ministries
Private virtual team training	\$1,500	Up to 12 leaders; useful after turnover
Annual live refresher	\$750/parish	Optional private refresher for Parish package
Certification term	2 years	Annual short refresher included within seat limit

Do not sell leader training as an optional first-year extra. Include it, require it, and charge only for additional seats, turnover events, or advanced private training.

6. Premium on-site Foundation Intensive

A two-day implementation engagement for parishes that want Holy Journey to establish the foundation in person.

Price: \$8,500 plus travel. Requires Guided. Replaces the normal \$1,500 Guided launch fee. First-year total: \$12,100 plus travel.

Recommended structure

Stage	Deliverables
30-day preparation	Leadership questionnaire; pastor interview; OCIA pathway audit; calendar and team review; portal setup
Day 1 - Vision and leaders	Pastor/staff alignment; post-OCIA need; pathway map; roles; facilitation; prayer; practice
Day 2 - Operating system	Mentor training; recruitment; portal; mock session; risk response; 12-month plan
30- and 60-day follow-up	Launch troubleshooting; first-cohort review; leadership and mentor adjustments

Service boundaries

- Offer two consecutive on-site days as the standard public option.
- Do not promote a one-day fly-in; travel time makes it inefficient and implementation becomes rushed.
- Offer an optional third day for a parish mission, public event, or multi-parish cluster at \$2,500.
- For two Holy Journey facilitators or a multi-parish engagement, quote from \$13,500 plus travel.
- Cap each facilitator at 12-15 intensives annually and develop regional certified specialists as volume grows.

Travel and commercial policy

- Airfare, hotel, ground transport, and a \$75 daily allowance are billed separately with prior approval.
- Collect a 50% service deposit at booking; balance due 30 days before arrival.
- Collect estimated travel before booking; reconcile material differences after the engagement.
- Target a 47-53% delivery margin on the \$8,500 service fee, excluding reimbursed travel.
- Budget internal delivery cost at no more than \$4,000-\$4,500, including travel days, preparation, materials, and follow-up.

7. Add-ons and product roadmap

Prioritize products that improve completion, accompaniment, and parish connection before producing generic merchandise.

Product	Recommended price	Purpose
Holy Journey Companion	\$24.95 retail; \$16 bulk 25+	Printed reflection, prayer, practice, and parish-integration journal
New Catholic Welcome Box	\$59 retail; \$39 parish bulk	Companion, prayer cards, liturgical guide, practices guide, parish letter
Mentor System	\$199/year add-on; included Guided	Structured 12-month relationship after initiation
Printed mentor pair set	\$29/pair	Mentor and participant meeting guides
Mini-Journey	\$299 each	Four-to-six-session continuing formation pathway
Four Mini-Journey bundle	\$899/year	Annual continuation rhythm
Retreat-in-a-Box	\$495/parish	Half-day or full-day digital retreat system
Live virtual retreat	\$1,250	Holy Journey-facilitated online retreat
On-site retreat	From \$3,500 + travel	Parish-wide or alumni retreat
Custom pathway design	\$750	Stand-alone mapping service for Parish customers
Additional virtual workshop	\$750	Targeted leadership or mentor workshop
Annual impact presentation	\$500	Private leadership report; included Guided

Product priorities

- 1. Companion: the first physical product and the clearest participant-level revenue opportunity.
- 2. Mentor System: the strongest extension of Holy Journey's distinct post-initiation promise.
- 3. Mini-Journeys: create continuation, renewal value, and a reason to remain engaged.
- 4. Welcome Box: useful after the Companion and Mentor System are validated.
- 5. Retreat products: premium add-ons after the core launch process is repeatable.

8. Mentor System and Mini-Journeys

These products turn Holy Journey from a finite course into a continuing parish pathway.

Holy Journey Mentor System

The system extends the relationship of an OCIA sponsor - or introduces another appropriate mentor - through the new Catholic's first year. The mentor provides friendship, prayer, consistency, practical encouragement, and connection to parish life. The mentor does not replace clergy, teach the core course, provide counseling, or act as a spiritual director.

- Selection checklist, role description, covenant, and 45-minute orientation.
- Twelve monthly meeting guides with prayer, conversation prompts, and practical Catholic-life steps.
- Appropriate-boundaries and referral guidance.
- Two-minute monthly check-in form for the mentor coordinator.
- Six- and twelve-month review with participant and mentor.
- Recommended ratio: one mentor per participant; one mentor may accompany a married couple together.

Seasonal Mini-Journeys

Mini-Journeys are four-to-six-session pathways for Holy Journey graduates and other parish adults. Every module combines faithful teaching, prayer, community, a weekly spiritual practice, and a practical parish next step.

Theme examples	Participant outcome
Advent: Learning to Wait with Hope	Prayerful preparation and liturgical awareness
Lent: Conversion as a Way of Life	Repentance, reconciliation, and durable practices
Building a Daily Prayer Life	A sustainable personal rule of prayer
Living from the Eucharist	Deeper sacramental participation
Reading Scripture as a Catholic	Confidence praying and studying with Scripture
Finding Your Place in the Parish	Concrete ministry and community connection
Sharing Your Conversion Story	Ability to witness naturally and faithfully

9. Founding Parish offer

Use a controlled introductory offer to buy evidence, references, and operating knowledge - not merely to close discounted sales.

Component	Standard Guided	Founding Parish
Annual subscription	\$3,600	\$2,700
Launch fee	\$1,500	\$750
First-year total	\$5,100	\$3,450
First-year savings	-	\$1,650 / 32%
Renewal	\$3,600	\$3,600; locked for 2 renewal years

Limit and requirements

- Limit to 8-12 U.S. parishes and establish a clear enrollment deadline.
- Require timely portal reporting, monthly implementation feedback, and a final review interview.
- Require leader and participant surveys and permission to use anonymized results.
- Request a testimonial or reference call only when the parish is genuinely satisfied.
- Do not offer the pilot free; payment is necessary evidence of willingness to pay and commitment to implement.

Strategic return to Holy Journey

- Case studies and credible reference parishes.
- Better training, portal workflows, resources, pricing confidence, and risk indicators.
- Measured evidence that the model works across different parish sizes and leadership conditions.
- Early outcome benchmarks for participant retention, continuation, and parish connection.

The founding discount is an exchange: the parish receives price protection and high-touch access; Holy Journey receives disciplined feedback and evidence that strengthens the national offer.

10. Client portal and automation

Start with a mature no-code portal. Build custom software only after the workflow is proven across many parishes.

Recommended first platform

Use Noloco as the first parish portal and operating database, with Make for cross-system automation. Noloco's current Build plan is advertised at \$65/month when billed annually and includes up to 1,000 active clients, 25,000 records, data connections, and two-factor authentication. Add Fillout only if public, no-login participant surveys need more flexibility.

Portal area	What the parish sees	What Holy Journey sees
Implementation	Checklist, owners, due dates, launch percentage	Portfolio view and overdue actions
Leadership	Roles, training, certification status	Missing roles and certification risk
Cohort	Roster, session dates, attendance, mentors	Enrollment, retention, and risk trend
Continuation	Next steps, Mini-Journey, next cohort	Renewal readiness and ministry sustainability
Coaching	Meetings, action items, files	Coach workload and unresolved issues
Outcomes	Completion, surveys, parish connections	Benchmarks across all parishes

Core portal records

Parishes; leaders; certifications; cohorts; participants; sessions; attendance; mentors; mentor matches; surveys; participant next steps; coaching calls; action items; support requests; subscriptions; and renewals.

Automate

- Account creation, welcome messages, onboarding tasks, coach assignment, and readiness intake.
- Training reminders, certification generation, launch countdowns, and incomplete-task alerts.
- Attendance calculations, consecutive-absence alerts, mentor-coverage warnings, and survey delivery.
- Three-, six-, and twelve-month follow-ups, annual impact reports, and renewal preparation 120 days out.
- A green/yellow/red parish health score driven by implementation, leadership, attendance, continuation, and responsiveness.

Do not store confession-related information, counseling notes, detailed spiritual disclosures, or subjective judgments about a participant's faith. Use minimum necessary personal data, clear consent, and aggregate reporting wherever possible.

11. Measurement and renewal dashboard

Track leading indicators early enough to intervene before a parish quietly fails or declines to renew.

Stage	Metric	Healthy signal	Automated response
Setup	Implementation completion	90%+ before launch	Escalate overdue critical tasks
Leadership	Certified lead facilitator	At least 1; ideally 2	Block launch approval; notify coach
Recruitment	Invite-to-enrollment rate	Establish pilot baseline	Prompt invitation review
Mentors	Participant mentor coverage	80%+	Alert coordinator
Attendance	Average session attendance	75%+	Flag two consecutive absences
Completion	Core journey completion	80%+	Trigger participant follow-up
Continuation	Next step selected	75%+	Prompt parish connection
Leadership	Next cohort scheduled	Before current cohort ends	Renewal-risk alert
Engagement	3/6/12-month self-report	Trend improving or stable	Recommend mentor or Mini-Journey
Renewal	Parish health score	Green by 120 days out	Coach recovery plan

Suggested participant outcomes

- Confidence practicing the Catholic faith in daily life.
- Regular participation in Mass and the sacramental life.
- A sustainable prayer practice and growing familiarity with Scripture.
- At least one meaningful Catholic relationship beyond program staff.
- Connection to a parish ministry, small group, service opportunity, or next formation step.
- A sense of belonging and clarity about how to continue growing.

The portal should automate administration and surface risk. It cannot automate pastoral relationship, leader judgment, or the spiritual life of a participant.

12. Competitive pricing benchmarks

Public prices create the buyer's reference points, but many Catholic ministries are heavily donor-subsidized. Holy Journey must compete on implementation and continuation, not content volume.

Provider	Public pricing benchmark	Interpretation
Alpha USA	Free digital resources	Strong free anchor; local hospitality still costs parish
Divine Renovation	No parish fee for coaching	Donor-funded broad renewal, not post-OCIA curriculum
Revive Parishes	Free annual access	Donor-funded leadership-course library
Franciscan at Home	\$400/year per institution	Low-cost formation-library benchmark
ChristLife	\$600 first year; \$100 renewal	Subsidized course, training, and parish resources
Team Initiation	\$1,499/year list	Direct benchmark for whole OCIA team formation
Ascension	\$29.95 typical study set	Participant-material benchmark
FORMED	Quote-based; parish reported \$2,451.31	Accepted parish-wide digital-content expenditure
Evangelical Catholic	\$2,800-\$27,600/year	Coaching and implementation price band
Flocknote Complete	Base price + \$75/month	Recurring parish software-spend anchor

Positioning conclusion

Holy Journey should sit above a passive library or downloadable course and below major parish-transformation consulting. Parish at \$1,800 annually is near the accepted whole-parish digital and team-formation range. Guided at \$3,600 annually occupies the lower end of implementation coaching while preserving accessibility.

13. Commercial policies and public-facing rate card

The public offer should be shorter than this internal guide. Keep the policy clear and the buying process pastoral and easy.

Policy	Recommendation
Agreement	12 months; annual or monthly payment
Annual discount	Annual price equals approximately 10 months of monthly pricing
Renewal notice	Begin review 120 days out; invoice 60 days out
Price adjustment	3-5% annually; honor written price locks
Payment	ACH, check, card, purchase order; Net 30 by agreement
Scholarships	Published application for mission and under-resourced parishes
Clusters	Custom quote based on campuses, shared staff, coaching, and reporting
Participants	Unlimited digital participation within licensed parish
Print	Sold separately; parish may pass through print cost
Cancellation	No mid-term cancellation except defined hardship policy
Content rights	Licensed to one parish campus; no resale or external distribution

PUBLIC RATE CARD

PARISH	RECOMMENDED GUIDED
\$1,800/year \$180/month + \$750 launch - Complete parish license - Up to 5 certified leaders - Orientation + practicum - Templates, portal, office hours	\$3,600/year \$360/month + \$1,500 launch - Everything in Parish - Up to 12 certified leaders - Named Success Coach - 90-day launch + quarterly coaching

14. Sources and pricing notes

Prices were reviewed in October 2026 and may change. Quote-based and donor-subsidized programs should be rechecked before external publication.

Alpha USA

<https://help.alphausa.org/en/articles/8900336-how-much-will-it-cost-to-run-alpha>

Divine Renovation

<https://www.divinerenovation.org/parish/>

Revive Parishes

<https://www.reviveparishes.com/faqs>

Franciscan at Home

<https://franciscanathome.com/sites/default/files/Institutional%20Leader%20User%20Guide%20-%20December%202024.pdf>

ChristLife All Access Pass

<https://christlife.org/all-access-pass/>

Team Initiation

<https://teaminitiation.com/membership/join/>

Ascension study set

<https://ascensionpress.com/products/what-we-believe-the-beauty-of-the-catholic-faith-study-set-bundle-1>

FORMED parish offer

<https://formed.org/parishes>

Reported 2025 FORMED parish renewal

<https://stjosephbogota.org/formed-subscription/>

Evangelical Catholic

<https://evangelicalcatholic.org/faq/>

Flocknote

<https://flocknote.com/pricing/>

USCCB adult faith formation

<https://www.usccb.org/beliefs-and-teachings/how-we-teach/catechesis/adult-faith-formation/our-hearts>

Noloco pricing

<https://noloco.io/solutions/client-portal-for-marketing-agencies>

Fillout pricing

<https://support.fillout.com/pricing>

Softr portal

<https://www.softr.io/create/client-portal-for-agencies>

Airtable pricing

<https://airtable.com/pricing>

Manus plans

<https://help.manus.im/en/articles/11711111-what-is-the-current-membership-pricing-for-manus>

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