**ABSTRACT**

**Objective:** The purpose of the article is to explore the use of commercial advertising by the Catholic Church in Poland to attract the faithful and build her own brand.

**Methodology:** The use of advertising by religions provokes resistance due to skeptical attitudes toward marketing and criticism of advertising which employ ethically questionable strategies. The study applied quantitative methods, including descriptive statistics of a gender- and age-weighted sample, as well as parametric and non-parametric statistical tests.

**Findings:** More than 55% of the respondents believe that the Church should advertise her activities. Catholic advertising should focus on charitable and social goals. Nearly half of those surveyed think that the Church advertising can help improve her image; however, opinions prevail that advertising activities undertaken by the Catholic Church will not translate into an increase in the number of believers.

 **Value Added:** The results of the research contained in the article may serve to develop new strategies for communication of the Catholic Church in Poland.

**Recommendations:** The literature recognizes considerable gaps associated with the possibilities of using advertising in the life of religious communities. Wishing to positively mark their presence in the life of society, churches should consider the possibilities of using advertising in their activities. A theological reflection is necessary in this regard, which would support the postulates derived from the marketing approach to the issue.

**Key words:** advertising tools in the Catholic Church, marketing, Catholic Church

**JEL codes:** M31