

Stewardship Awareness Sunday

2016 Parish Planning Guide

September 25, 2016

STEWARDSHIP: GOD SHOWERS HIS MERCY ON US



Prayer



Participation



Generosity



ARCHDIOCESE OF ST. LOUIS
Office of Stewardship

SUPPORTED BY THE



ANNUAL
CATHOLIC
APPEAL

BUILD MY CHURCH



STEWARDSHIP - GOD SHOWERS HIS MERCY ON US



***“One of the greatest acts of mercy is to invite people back to Church.
This is the stewardship of our faith. Every act of mercy is an act of stewardship.”***

Archbishop Robert J. Carlson

Special thanks to the 2016 Stewardship Education Council

| | |
|----------------------------|----------------------------|
| Ms. Silvina Baez | Ms. Ann Love |
| Mr. Patrick Dolan | Mr. Jon Nienas |
| Mr. John Drabik | Rev. Msgr. Gregory Mikesch |
| Ms. Miriam Fernandez | Ms. Diane Valentine |
| Reverend John Paul Hopping | Reverend John Vien |

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Please Note:

This printed version is meant to be a “guide” for the 2016 theme Stewardship: ***Build My Church – God Shows His Mercy On Us***. It will highlight information specifically for this year’s theme.

The entire 2016 Parish Planning Manual for stewardship can be found on the Archdiocese of St. Louis Stewardship website @ www.archstl.org/stewardship under *Annual Stewardship Education and Marketing Materials 2016*.

A Table of Contents for this printed guide, and one for the manual on the web site, is on the following pages.

A printed version of the entire manual is available upon request. Please contact Dave Baranowski. (Contact information is below.)

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2016 Parish Planning Guide

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STEWARDSHIP - GOD SHOWERS HIS MERCY ON US



Welcome to Stewardship Awareness Sunday – 2016

ON SUNDAY, SEPTEMBER 25, 2016, PARISHES THROUGHOUT THE ARCHDIOCESE OF ST. LOUIS WILL CELEBRATE OUR 16TH STEWARDSHIP AWARENESS SUNDAY!

Stewardship Awareness Sunday Highlights include:

- All participating parishes are united in teaching a central stewardship message: **Build My Church – God Showers His Mercy On Us.**
- This year’s theme incorporates “The Year of Mercy” and the Archdiocesan “beONE” strategic plan.
- Parishes can distribute stewardship brochures, letters, commitment cards, prayer cards and annual reports highlighting the “God Showers His Mercy On Us” theme.
- Stewardship posters and bulletin covers are provided at no cost.
- Coordinated graphics are available for parishes to create custom catalogs, invitations and other materials to compliment the “God Showers His Mercy On Us” theme.
- Parishes are encouraged to place stewardship messages on their parish outdoor signs so that Catholics see the stewardship message wherever they travel that weekend.

MARK YOUR CALENDAR!

Begin your planning now!

JULY 21

Deadline for ordering all parish stewardship materials: brochures, commitment cards and prayer cards

JULY 18 - 21

Parish Stewardship Training:

7/18 – St. Norbert @ 7:00 PM

7/19 – Assumption – O’Fallon @ 7:00 PM

7/20 – Cardinal Rigali Center @ 7:00PM

7/21 – St. Francis Borgia @ 7:00PM

AUGUST 22 - 25

Lay Witness Speaker Training:

8/22– St. Sabina @ 7:00 PM

8/23 – Immaculate Conception – Dardenne @ 7:00 PM

8/24– Cardinal Rigali Center @ 7:00 PM

8/25– St. Agnes @ 7:00 PM

SEPTEMBER 25

Stewardship Awareness Sunday

Contact Nancy Rankin @ nancyrankin@archstl.org to reserve your seat at the training nights!

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STEWARDSHIP - GOD SHOWERS HIS MERCY ON US



The 2016 Stewardship - God Showers His Mercy On Us Marketing Materials

Consistent messaging is critical to converting parishioners to a stewardship way of life.

The Archdiocese of St. Louis has developed marketing materials highlighting the 2016 theme:

Build My Church - God Showers His Mercy On Us.

Parish orders are due by Thursday, July 21, 2016

Full color graphics are available on all marketing materials at no cost increase!

| ITEM | COST | SIZE | BENEFIT/DESCRIPTION |
|---|---|--------------------------------|---|
| 1. Brochure | \$0.12 each | 3.75" x 8.5" (3-panel fold) | <ul style="list-style-type: none"> • Introduces stewardship theme • Provides inspirational material for reflection • Provides "giving" guideline • Available in English and Spanish |
| 2. Prayer Card | \$0.05 each | 2.5" x 4.25" | <ul style="list-style-type: none"> • Features daily Stewardship reflection |
| 3. Annual Report* | (Depends on Quantity) \$0.33 - \$0.69 each Plus Postage | 8.5" x 11" | <ul style="list-style-type: none"> • Produced by Our Sunday Visitor • 4 page, full-color template • Parish provides statistics and pictures • Customized, easy-to-use report • Free Word document available to parishes who want to produce internally on Stewardship website |
| 4. Pastor Letter* | No Cost | 8.5" x 11" | <ul style="list-style-type: none"> • Available at archstl.org/stewardship |
| 5. Stewardship Commitment Card* | Depends on Quantity | 3.5" x 8.75" (3-panel fold) | <ul style="list-style-type: none"> • Produced by Gabriel Group • Compliments the brochure • 3-panel fold (similar to brochure) • Customizable to list parish time, talent, and treasure renewal opportunities • Family financial pledge section • Room for 4 family members pledges • Free Word document available to parishes who want to produce internally on Stewardship website |
| 6. Bulletin Cover | No Cost | N/A | <ul style="list-style-type: none"> • All parishes are encouraged to use the Stewardship Bulletin cover on Stewardship Sunday • Art files will be provided to bulletin companies |
| 7. Stewardship Posters* | No Cost | 17" x 22" and 8.5" x 11" | <ul style="list-style-type: none"> • Two large Posters will be mailed to each parish in August • 8.5" x 11" version available on stewardship website |
| 8. Foreign Language Stewardship Hand-Out* | No Cost | 8½" x 11" | <ul style="list-style-type: none"> • Stewardship message available in the following languages: Croatian, English, Hungarian, Italian, Korean, Polish, Spanish and Vietnamese • Free Word document available on Stewardship website |
| 9. Parish Ministry Leader Stewardship Hand-Out* | No Cost | 8½" x 11" | <ul style="list-style-type: none"> • Stewardship hand-out available for parish ministry leaders to use at individual parish meetings • Free Word document available on Stewardship website |
| 10. Stewardship Graphics* | No Cost | N/A | <ul style="list-style-type: none"> • New logo developed • Available on stewardship website |

* Available on stewardship website – Annual Stewardship Educational & Marketing Materials 2016

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Recommended Time-Line

The following timeline is a proven effective way of communicating the annual stewardship renewal:

- **Pray**
Pray together as a parish for a successful parish stewardship renewal. Remember, the first thing Jesus did before a big event was pray.
- **Announce Coming Stewardship Events – September 10-11**
Let everyone know what is going to take place over the coming weeks using pulpit announcements, bulletin articles, website updates, announcements at individual parish ministry meetings, letters to grade school and PSR parents and on the parish marquee sign.
- **Parish Stewardship Mailing – September 12-16**
Send each parishioner a cover letter from the pastor, a stewardship brochure, a stewardship commitment card and the annual parish stewardship report.
- **Review the Annual Parish Stewardship Report – September 17-18**
Before you ask parishioners to consider a greater stewardship commitment, you need to demonstrate to your parishioners that the parish is a good steward of the gifts that are given.
- **Stewardship Awareness Sunday– September 24-25**
Your parish priest(s) give a Stewardship homily.
- **Lay Witness Talks – October 1-2**
A member of the parish family should speak at all Masses (and possibly at other parish meetings and events) about his or her own personal stewardship journey.
- **Showcase Parish Ministry Opportunities – October 8-9**
Highlight the many ways that parishioners can generously participate in the parish. Consider a Festival of Ministries, Ministry Catalog, Procession of Ministries or other activity.
- **Time For Reflection – October 10–14**
Parishioners should be asked to spend time in prayer, reflection and discussion with their family members regarding their stewardship commitment.
- **Stewardship Commitment Sunday – October 15-16**
Encourage parishioners to complete and return commitment cards that indicate how they will participate more generously in the life of the parish. This should include prayer, ministry opportunities and a financial giving commitment. The most effective way to collect commitment cards is allowing time at Mass to complete the cards with a special collection ceremony during Mass.
- **Follow-Up – October 17-21**
If a parishioner does not return a commitment card, the parish should make an effort to follow up and ask the parishioner to please return the card. Follow-up can be done with a phone call, letter, email or invitation to an informational meeting.
- **Appreciation and Accountability – October 17 and ongoing**
All parishioners who return commitment cards should receive a letter, email or phone call thanking and welcoming them. The entire parish should see the results of the stewardship effort in the bulletin.

NOTE: *If your parish cannot celebrate Stewardship Awareness Sunday on September 25th, that's okay. For best results, schedule your Stewardship Awareness Sunday events into the "natural flow" of your parish calendar. Stewardship activities should compliment, not compete with other parish activities.*

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Stewardship Resources

Stewardship Website

- <http://archstl.org/stewardship>
- All information is easily accessible on the website
- Access to Stewardship Webinars requires username and password:
 - Username – stewardship
 - Password - generosity

2016 Stewardship Education Calendar

- See page 6

Monthly Stewardship e-Newsletter

- Send Dave Baranowski your e-mail address at davidbaranowski@archstl.org

Monthly Stewardship Webinar

- Links included in monthly Stewardship e-Newsletter
- E-mail blast sent out each month
- Included in Priest Post
- These are FREE!
- Second Tuesday of the month at 1:00 pm
- Recordings of all previous webinars are on the website <http://archstl.org/node/4340893>

Quarterly Stewardship Bulletin Reflections and Prayers of the Faithful

- Available on the website in English and Spanish
 - <http://archstl.org/stewardship/page/bulletin-inserts>
 - <http://archstl.org/stewardship/page/stewardship-prayers>
- Or, send your e-mail address to Dave Baranowski to be added to quarterly distribution list

Parish Meetings with Dave Baranowski

- Available day or night: 314.792.7215 or davidbaranowski@archstl.org

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STEWARDSHIP - GOD SHOWERS HIS MERCY ON US



Archdiocese of St. Louis Resources

| DPARTMENT | CONTACT | EMAIL | PHONE |
|---------------------------|-----------------------|--|--------------|
| Archives | Hotline | archives@archstl.org | 314.792.7020 |
| Building & Real Estate | Cheryl Harness | cherylharness@archstl.org | 314.792.7087 |
| Central Purchasing | Mark Weaver | markweaver@archstl.org | 314.792.7067 |
| Communications & Planning | Hotline | communications@archstl.org | 314.792.7500 |
| Finance | Marilisa Heiderscheid | mheiders@archstl.org | 314.792.7127 |
| Human Resources | Hotline | humanresources@archstl.org | 314.792.7540 |
| Benefits | Hotline | benefits@archstl.org | 314.792.7546 |
| Information Technology | Help Desk | adchelp@archstl.org | 314.792.7593 |
| Internal Audit | Mike Duffy | mduffy@archstl.org | 314.792.7133 |
| Legal | Tom Buckley | tombuckley@archstl.org | 314.792.7075 |
| Parish Support | Sally Serbus | sallyserbus@archstl.org | 314.792.7716 |
| Sacred Worship | Hotline | worship@archstl.org | 314.792.7231 |

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2016 Stewardship Education Calendar

| DATE | EVENT | LOCATION | TIME |
|------------------|--|------------------------------------|---------|
| January 12 | Webinar: The Seven Pillars of Effective Evangelization | Your Computer | 1:00 PM |
| January 26 | Stewardship Evening with Archbishop Carlson | Cardinal Rigali Center | 7:00 PM |
| February 9 | Webinar: Stewards of Our Talents and Strengths | Your Computer | 1:00 PM |
| March 8 | Webinar: Working for God | Your Computer | 1:00 PM |
| March 9 | Our Sunday Visitor Annual Seminar | Cardinal Rigali Center | 6:00 PM |
| March 10 | Our Sunday Visitor Annual Seminar | Cardinal Rigali Center | 8:30 AM |
| April 12 | Webinar: Evangelizing with the Eyes of Mercy | Your Computer | 1:00 PM |
| May 10 | Webinar: Helping People in Times of Loss and Crisis | Your Computer | 1:00 PM |
| May 11 | Liturgical Publications, Inc. Seminar | Cardinal Rigali Center | 9:00 AM |
| May 11 | Liturgical Publications, Inc. Seminar | Cardinal Rigali Center | 1:00 PM |
| June 7 | Parish Mailing: Order Form, Manual & Pastor Letter | | |
| June 10 – Jul 21 | Order Window for Parish Stewardship Material | | |
| June 14 | Webinar: Forming the New Evangelist | Your Computer | 1:00 PM |
| July 12 | Webinar: Healing Prayer and the Mercy of Jesus | Your Computer | 1:00 PM |
| July 18 | Parish Stewardship Training Night | St. Norbert (North County) | 7:00 PM |
| July 19 | Parish Stewardship Training Night | Assumption – O’Fallon (St Charles) | 7:00 PM |
| July 20 | Parish Stewardship Training Night | Cardinal Rigali Center | 7:00 PM |
| July 21 | Parish Stewardship Training Night | St. Francis Borgia (Washington) | 7:00 PM |
| July 21 | Parish Stewardship Material Orders Due | | |
| August 5 | Our Sunday Visitor Stewardship Report Info Due | Our Sunday Visitor | |
| August 8 | Parish Stewardship Poster Mailing | | |
| August 8 | Stewardship Bulletin Cover Art Available | LPI & J.S. Paluch Websites | |
| August 9 | Webinar: The Soul of the Evangelist | Your Computer | 1:00 PM |
| August 22 | Lay Witness Speaker Training | St. Sabina (North County) | 7:00 PM |
| August 23 | Lay Witness Speaker Training | Immaculate Conception - Dardenne | 7:00 PM |
| August 24 | Lay Witness Speaker Training | Cardinal Rigali Center | 7:00 PM |
| August 25 | Lay Witness Speaker Training | St. Agnes (Ste. Genevieve) | 7:00 PM |
| August 22 - 25 | Parish Stewardship Order Pick-Up | Lay Witness Speaker Locations | 8:15 PM |
| September 2 | Our Sunday Visitor Stewardship Reports Mailed | Your Parish | |
| September 13 | Webinar: Helping People to Forgive the Church | Your Computer | 1:00 PM |
| September 23 | St. Louis Review Stewardship Ad | | |
| September 25 | Stewardship Awareness Sunday | Your Parish | |
| October 2 - 5 | ICSC Stewardship Conference | New Orleans, LA | |
| October 11 | Webinar: Woman and the Church | Your Computer | 1:00 PM |
| November 8 | Webinar: Stewardship as a Parish Catalyst | Your Computer | 1:00 PM |
| December 13 | Webinar: Pope Francis, Mercy and Your Parish | Your Computer | 1:00 PM |
| December 23 | Annual Parish Stewardship Survey Due | Stewardship Office | |

Notes: Mid-month Stewardship Alive! e-newsletter is sent via e-mail – send address to Dave Baranowski
 Stewardship webinars are posted on the Stewardship website – available 24/ 7 to view

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Stewardship – Year of Mercy, beONE, Beyond Sunday

Before you throw your hands in the air and say “we have too many programs that the Archdiocese expects us to do”, please consider that many of these “programs” are linked together and actually complement your parish stewardship efforts. These “programs” are not meant to be mutually exclusive events to choose one over the other. They are meant to be integrated and enhance your current parish activity. See the chart below illustrating how the Year of Mercy, beONE and Beyond Sunday are linked together with your parish stewardship efforts.

Prayer (Time)



Fostering Missionary Discipleship

- Implement parish evangelization plan by May 2017

Participation (Talent)



Promote Human Dignity and Social Responsibility

- Engage in Peace & Justice forum by December 2016 (30-40 parishes)
- Develop sister parish relationship by December 2017 (75-80% of parishes)

Generosity (Treasure)



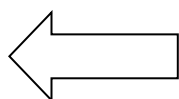
Securing the Future of Catholic Education

- Beyond Sunday Capital Campaign
 - Block 1: July-Dec 2015
 - Block 2: Jan-Jun 2016
 - Block 3: July-Dec 2016

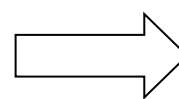


Embracing a Culture of Leadership

- Lay Formation Training by September 2016 (30-40 parishes)
- Parish Viability Process Improvement Plan by July 2017



Year of Mercy
 “Every act of Mercy is an act of Stewardship”
 Archbishop Robert J. Carlson



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Welcoming/Engagement

- Most parishes are “friendly”, but very few are “welcoming”. This is the number one priority for many parishes.
- If you were a newcomer to your parish would you feel welcome?
- Does your parish have a welcoming environment for current/new parishioners and visitors?
- Engagement begins with personal contact and continues with follow through.
- People have a desire to be wanted, needed and engaged.
- An emotional connection is stronger than a rational one.
- Archbishop Thomas Murphy – “Belonging leads to believing”.
- When attending Mass or parish events, be on the look-out for people that look “new”, “lost”, or “need help”. Approach them and ask how you can help. Take the little extra step to introduce yourself.
- Sit in different areas of church when attending Mass. You will probably notice people you haven’t seen before. Are these people welcomed?
- When attending Mass or other church activities, move to the middle of the pew and leave the end open so others can join you.
- Don’t assume all of the regular parishioners feel welcome. Remember the elderly of your parish that built the church.
- Try this exercise: Look at Mass and other parish events through the eyes of a new parishioner. Welcoming opportunities will magically appear. Compare notes and discuss with your spouse. Or, ask a friend to attend and offer their thoughts.
- Constantly invite family, friends and people you meet to join you at Mass.
- Make sure your weekend Mass is a welcoming event:
 - Greeters before and after Mass.
 - Ushers walk people to their pews (especially people they don’t recognize)
 - Parishioners introduce each other at beginning of Mass
 - Priest greets people as they are leaving
- Do you have a parish “welcome” committee? Encourage all parish ministries to have a welcoming procedure.
- “Mentoring” Families – match new parishioners with a current mentor family (by demographics) to attend Mass and parish events together throughout the year and develop a personal relationship.



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- Registration process – encourage all new parishioners to register. Make sure new parishioners are visited by parish priest, deacon or staff during the registration process. Does the pastor/priest call or visit new parishioners?
- Welcome Packets:
 - Facts/figures about the parish (annual stewardship report)
 - Schedule of Masses, other sacraments and parish activities
 - List of parish ministries
 - Contact information for parish staff and lay leaders
 - Copy of parish mission statement
 - Stewardship brochures and prayer cards
 - Parish newsletter
 - Any parish trinkets to give away
- Welcome letter from the pastor – within a week or two after they are registered.
- Welcome letter to new school parents.
- Welcome letter to new PSR families (in most parishes, PSR families feel like “second-class” citizens).
- Welcome visit – from priest, deacon or welcome committee. Keep the visit short and no more than a couple of people.
- Welcome Event – schedule a periodic event to get to know people better. Schedule after Mass or during the evening. Each new parishioner should receive an invitation. Have nametags, have a couple of parish ministry leaders give brief talks, allow for questions and answers, take pictures and post on website. (i.e. New Parishioner Dinners, Meet the Priest, schedule home parties and invite new parishioners and new priests).
- List new parishioners in bulletin, on the website and in the annual stewardship report.
- Does your parish provide for cultural diversity?
- Does your parish reach out beyond its parish borders? Invite the local community to attend events?
- Easter and Christmas postcard or hand-out with pictures of parish staff and calendar of upcoming events.
- Prior to Mass, priest asks everyone to introduce themselves to those around them.

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- Train parish ministry leaders and current parishioners to look for new parishioners and introduce themselves and invite them to activities.
- Before Mass, priest asks parishioners for things to pray for and incorporate into Prayers of the Faithful.
- Annual Volunteer Appreciation Breakfast
- Annual Stewardship Renewal Process – call new volunteers within first week of sign-up.
- Lobby of church has information desk like a concierge at a hotel.
- Funerals, weddings, events with many non-Catholics: have priest explain what is happening during the ceremony and what it means for Catholics.
- “Instructional” Mass – better formation of all Catholics.
- Catholic Schools Week – have school children hand-out “thank you” cards to all parishioners at all Masses.
- Stewardship Committee Member – oversee welcoming activities of all ministries.
- From the book “Rebuilt”:
 - Look at things from an “unchurched” person’s point of view
 - Provide a wonderful weekend experience
 - Get church-goers to be active
 - Give homilies in a 5 – 6 week series throughout the year. Helps “connect the dots” and reinforce messages each week by building upon it.
- Name tags for all parishioners to wear at Mass and temporary tags for visitors.
- Website information in different languages.
- At beginning of Mass, priest leaves the altar and walks up to new people and welcomes them and introduces them. Or, from the altar, the priest welcomes new parishioners and visitors by name.
- Sign of Peace
 - Eucharistic Ministers shake hands and hug when they come to altar (include priest and servers)
 - Smile, shake everyone’s hand around you, introduce yourself to people you do not know, including children
- Monthly Ministry Appreciation – first Monday of month, guest speaker and attendance prize (gift certificate).
- Invite new and current parishioners to join small faith sharing groups.

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- Bulletins – when writing articles, pretend the reader is new to the parish. Many regular parishioners feel like “outsiders” in their own parish.
 - Spell out acronyms
 - Give directions to meeting rooms
 - List contact name and information
- Have suggestion boxes in multiple locations (i.e. Church, gym, meeting rooms).
- Have a guest book for visitors to sign.
- Display photographs of current parish activities.
- Bulletin Boards – remove “old” information.
- Follow-up with people celebrating sacraments to see if there is anything they need.
- Welcoming information booths at parish events and all Masses.
- Visit other churches and see how they welcome people.
- After Prayers of the Faithful, ask newcomers and visitors to stand and thank them for coming.
- Add a “Family Spotlight” section to the bulletin (new and current families).
- If you see a family “struggling” at Mass with children, talk to them after Mass and reassure them that it’s OK. Remind them that their children are welcome at Mass and encourage them to keep bringing their children (“we’ve all been through it”).
- Usher Training – look to make personal connection with parishioners. For example, help parishioners with their kids or help people to their cars.
- Have “Greeters” at Mass that are separate from the ushers. Greeters make personal connections with Mass attendees – more than just saying “welcome”.
- As Parish Ministry Leaders, we lead by example. If we sing, it will encourage others to sing. If we pray, other’s will be encouraged to pray.
- Get to know people around you at Mass – say hello and introduce yourself.
- Make additional handicap parking available.
- Designated “Grandma and Grandpa” to watch kids during Mass.
- Weekly Mass Announcements – we encourage families to keep their kids in Church during Mass and not take them to the cry room.
- Welcoming has a direct impact on your parish stewardship efforts.



STEWARDSHIP - GOD SHOWERS HIS MERCY ON US



Stewardship Terminology People Respond To

- The word “stewardship” can be very polarizing because the term is misused and misunderstood. (It’s about more than money, it starts with prayer).
- Look for other words to use besides time, talent and treasure. Many people “tune-out” when they hear these words.
- The Archbishop started using other terms 7 years ago – prayer (time), participation (talent) and generosity (treasure).
- Stewardship is not something new the Church just made up. Stewardship is talked about all through the Old and New Testaments – giving from our “first fruits” and “tithing”.
- The U.S. Council of Bishops developed “Stewardship: A Disciple’s Response” back in 1992 as a resource guide for parish stewardship.
- Recognizing everything is a gift from God and being grateful and generous with our gifts.
- Everything we are and everything we have comes from God. We aren’t “owners”, we are “stewards” of our God-given gifts.
- It is a conscious choice to live a grateful and generous lifestyle.
- We are called to be generous with all of our gifts – our time, talent and treasure. Not just one or two, not just the gifts we pick and choose, but all of our gifts.
- Stewardship is a lifestyle, something we live 24/7, not just something I do on Sunday or whenever I am participating in my parish ministry.
- Focus on our “personal stewardship” as well as our “parish stewardship”. Be good stewards of the 10% we give to the Church, but also the 90% when not at Church. (We naturally choose the “path of least resistance” and give the one gift that causes the least discomfort.)
- We are all stewards! Stewardship is the thread that links all the parish ministries together.
- Stewardship is about helping each other increase our Faith, better our relationship with Jesus Christ and help each other get to Heaven!

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STEWARDSHIP - GOD SHOWERS HIS MERCY ON US



Parish Stewardship

- No two parishes are alike, one approach does not fit all. Use stewardship “best practices” that fit your parish. Be creative and try new things. (It’s OK to fail once in a while).
- We have “stewardship” priests and not necessarily “stewardship” parishes.
- If your pastor does not support stewardship, it will not be successful.
- If you are starting a stewardship effort within your parish, be sure to include your pastor in the beginning stages for his buy-in and support.
- If you have a new pastor, be sure to inform him of your parish stewardship plan to get his support.
- Stewardship activities should fit the “natural rhythm” of your parish. They should not be forced events, they should complement, not compete with current parish events and activities.
- Network with other parishes and the Stewardship office to find out what works in other parishes.

Develop an Annual Stewardship Plan

- Lay out an annual calendar of current religious and parish events.
- List your parish stewardship activities month by month.
- Use Stewardship activities to enhance current religious events and parish activities when possible.
- Do not “force in” stewardship events that do not make sense. If forced, they will be unsuccessful.
- Put your plan in writing and update each year. Many parishes do not write their plan down. This leads to poor communication, poor planning, poor execution and an uninspired stewardship effort. (“Proper planning prevents poor performance.”)
- Concentrate on doing one or two Stewardship activities very well each year. Once you have them down, add one or two new activities the following year.
- Stick to the plan! Determine beforehand what success looks like for your parish.
- Remember, Stewardship takes years to become engrained in the parish culture, do not get discouraged if you don’t see results after the first year.
- Be patient, persistent and creative with your plan.

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- On the following pages is an example of a parish annual stewardship plan (i.e. 2016 St. Blaise Stewardship Calendar).
- To develop an annual parish plan, overlay your individual parish ministry calendars on top of the stewardship calendar. (You will easily see which months have too much activity and which months you could add to.)

Develop a Stewardship Culture

- Generally speaking, 30% of registered parishioners attend Mass regularly, 20 % attend occasionally and 50% do not attend at all.
- So, 50 – 70% of parish does not hear the Stewardship messages at Sunday Mass.
- However, many of the 50 - 70% who do not attend Mass regularly, are active in other parish ministries. (The good news is we have a lot of up-side potential!)
- So, we need to “fish where the fish are.”
- Conduct a Parish Ministry Leader Meeting at least once a year (preferably twice):
 - April meeting to educate parish leaders on stewardship education and communicate Fall Stewardship plans and their role in those plans.
 - November meeting to analyze results of recent Fall Stewardship Renewal process and adjust as necessary.
 - Meeting should include opening prayer, introductions, brief stewardship education, other parish objectives, brainstorming session, time for suggestions/new ideas and end with prayer.
 - Consider a “staff meeting” with all the parish ministry leaders.
- Benefits of Parish Ministry Leader Meetings:
 - Educate leaders on stewardship and other parish goals/objectives.
 - Parish information is communicated at monthly parish ministry meetings to parishioners who may not attend Mass regularly or at all.
 - Opportunity for parish leaders to meet each other and develop relationship.
 - Ministry leaders will support each other and not compete with each other.
 - Source of new ideas (discontinue ministries that have run their course and start new ministries).
- Encourage parish ministry leaders to weave stewardship education into their individual monthly ministry meetings (people that don't attend Mass now hear what Stewardship is about).

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- Stewardship message should be communicated every month, not just once a year in September.
- Parish Ministry Leaders should constantly invite their ministry members to join them at Mass.
- Stewardship Committee Members:
 - Consists of “seasoned” parishioners (known to others, approachable, will express their own opinion).
 - Should be a composite of your parish so that all voices are represented (elderly, middle age, young adult, male, female, ethnic backgrounds, school parents, PSR parents, etc.)
 - Do not pick 6 – 8 people with the same point of view. Healthy debate is good, however, need to eventually come to a consensus.
 - Give each member a specific role. See following pages for an example of committee roles (i.e. Committee Member Roles).
 - Succession planning – target particular demographics needed to round out committee (i.e. grade school parent, PSR parent, male/female, young/elderly, married/single).
 - Have term limits for committee members (minimum of 3 years).
 - Stagger terms so a portion of committee goes off every year and new members are added.
 - Stewardship Committee is on the same level as Parish Council and Finance Committee. (Rotate parish leaders to other committees).
 - Smaller parishes will typically combine Parish Council and Stewardship Committee together.
- Publish agenda and meeting minutes.
- Many parishes have ministries that work together to support the parish mission. Sadly, some parishes have ministries that operate independently of the parish mission and the pastor’s goals and objectives.
- If you are in a situation where there is not cohesion among the parish ministry leaders, it may be time to review the ministry leadership and politely ask a ministry leader to step down and provide an opportunity for someone else to lead, but invite that person to join another ministry. (If you lead a ministry for a long time, you only see the parish from a narrow point of view).

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- Review your current parish ministries. Are they still active? Is participation dwindling? Does the ministry support the parish mission? If not, it may be time to “sunset” or discontinue that particular ministry.
- Do you have parishioners that have brought new gifts to the parish? Do you have changing parish demographics? It may be time to add a new ministry.
- Don’t take the summer off! Many ministries don’t meet during the summer months because of vacations. Not everyone goes on vacation at the same time!
- When ministries “close down for the summer” it just reinforces that our parish is also “closed for the summer” (and we wonder why Mass attendance drops). We are not a 9-month church, we are a 12-month church.

Recruiting/Forming a Stewardship Committee

- Priests give stewardship homily two weeks in a row at all Masses.
- Dave Baranowski speaks at all Masses the next weekend. (Lay witness talk on stewardship.)
- Parish meeting the following week for those parishioners interested in learning more about stewardship. Dave Baranowski shares parish stewardship “best practices”.
- Usually a group of parishioners will step forward to start committee.
- Dave Baranowski comes to first stewardship committee meeting to organize roles and stewardship calendar.

Barriers to Parish Participation

- Sometimes it’s easy for a parish to develop an “in-crowd” where others feel excluded.
- Be careful of using acronyms. Not everyone understands what they mean and are embarrassed to ask or feel excluded.
- Current parish ministry leadership – unknowingly, when a person leads a ministry too long, the ministry can become the “agenda of Joe” and discourage people from joining. (Develop term limits for leaders and rotate leaders to other ministries.)
- Parishioners don’t always know what their gifts or talents are (See more under Gift Discernment).



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Parish Marketing

- Most parishes could do a better job at “marketing” all of the good works that happen at their parish.
- The parish staff and lay leaders are usually aware of the different parish ministries and their activity. However, the average parishioner isn’t aware of everything happening at the parish and all the people your parish touches through your ministries.
- Look at your parish calendar and summarize the parish activity and ministry results for the prior month and thank your parishioners publicly and privately for their generosity of prayer, participation and financial support at least once a month.
- Here’s an example – “Thank you for your continued generosity of prayer, ministry participation and financial support. Last month 1,000 people celebrated Mass on Sunday and 400 people celebrated Mass during the week. We had over 800 people visit our parish with soccer games we hosted on our fields, 245 children attended school every day and 125 children attended PSR each week. 22 families were provided food and 13 families were provided rent and utility assistance. Each month over 500 parishioners participate in our 37 active parish ministries. Additionally, 27 youth and 5 adults participated in the Pro-Life Rally in Washington DC. Thank you, thank you, thank you for sharing your gifts. Your active engagement keeps our parish truly Alive in Christ!”
- Many parishes show a recap of the previous week’s offertory in their bulletin each week. Be sure to include the number of families that give through the parish electronic offertory system and the corresponding dollar amount. Also, use this opportunity to thank the parish for their financial support and list some of ways the money was used to “advance the mission of the parish” (do not list bills that were paid).
- Electronic Offertory – promote monthly and encourage parishioners to use. Develop a Benefits and Sign-Up Guide for frequently asked questions. An example is on the following pages (i.e. On-Line Giving Benefits), as well as, supplier information. (University of Notre Dame Study – parishioners that use are 2 X more generous).
- “Word of Mouth” advertising is still the most effective. The more people you can get talking positively about your parish and personally recommending it, the better impact it will have regarding your parish faith life, ministry participation and financial support.

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Parish Communication

- Many parishes only talk about Stewardship during their annual Stewardship Renewal initiative (usually in September or October).
- Stewardship should be communicated every month to your parish.
- Stewardship Renewal is another “season” of the Church (i.e. Lent, Easter, Advent, Christmas, Ordinary Times).
- The means of communication you use is often the only window people have into their world of faith.
- 4 C’s of communication: constant, consistent, concrete and creative.
- **Marketing Rule of 7** – people need to hear something 7 times and 7 different ways before they actually take any action.
- **Website:** your parish must have a great one. This is typically the first contact for new parishioners who are “shopping” for a parish. (Contact Office of Communications & Planning for in-house support or third party contacts to assist with your parish website):
 - Should invite people to be part of the Church
 - Show joyful, mission-driven articles and pictures
 - Should be “mobile friendly”
 - Google “mobile friendly test” to see if your parish website is mobile friendly
 - Mobile phones are outselling computers. If your website isn’t mobile friendly, it’s almost like not having one
 - Develop weekly Stewardship column
 - Add Stewardship Reflections
 - Use drone to shoot video
- **Annual Stewardship Report:** your parish should provide this report annually to all parishioners. (Contact Dave Baranowski for in-house support or third party contact to assist with your annual stewardship report).
 - Add personal stories
 - Use parishioner quotes
 - Info-graphics make it easy to scan the report
 - Share accomplishments
 - Avoid data overload
 - Include a call to action – attend mass, volunteer or donate

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- **Monthly Lay Witness Talks:** lay witness stewardship talks are a “best practice” during your parish stewardship renewal initiative. Consider expanding these talks each month and let different ministry representatives give their witness. (Tie in with your monthly Donut Sunday). Or, find other parishioners who are willing to share their stewardship story with your parish.
- **Social Media:** develop a plan on how to use the various social media outlets and incorporate into your overall parish communication plan. Without a plan, your Facebook, Twitter, etc. attempts will be a failure. You should spend the same amount of time every week on your digital presence as you do on your bulletin.
- MyParishApp.com - Call 1.800.997.8805 to develop a parish phone app. Allows for direct communication with parishioners.
- Advent/Lent postcards – invite parishioners to and inform of upcoming events, include pictures of priests and key parish staff members.
- **Develop a Parish Communication Strategy:** on the following pages is an outline provided by the Office of Communications and Planning for the Archdiocese on developing a parish communication strategy
- **Parish Logo Assistance:** if your parish needs help redesigning a logo, please contact the Office of Communications and Planning for consultation to determine if your request can be handled in-house or requires third party assistance.
- **Bulletin:** Still one of the primary communication tools, but not the only one!
 - Develop weekly stewardship column and spotlight a ministry or parishioner.
 - Add Stewardship Reflections (archstl.org/stewardship).
- **Other Ideas:** email blasts, robo-calls, trifold parish ministry brochures in cart rolled out after Mass or parish events, weekly stewardship articles in bulletins and on website.

Communicating a Major Change at Your Parish

- Explain why you are considering making the change.
- Allow parishioner’s input into the process.
- Communicate the changes well ahead of the change in all forms of parish communications.
- Over-communicate – continue to promote the change every week prior to implementation. Most people don’t like change, but when you explain why, allow input

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and over-communicate the change well in advance of the implementation, it will be better received by parishioners.

Stewardship “Beyond Your Parish Borders” (beONE Strategic Goal)

- Looking for a way to expand your parish stewardship effort? Several parishes have developed “sister” parish relationships with parishes that don’t look like them.
- The goal of this sister parish relationship is to develop a two-way parish-to-parish relationship.
- Includes attending Mass at each other’s parish, attending parish/social events at each other’s parish, parish ministries working with each other and school children and teens interacting with each other.
- There are no rules on developing this relationship. It may happen based on priest’s relationships with other priests or parishioner relationships with other parishes. If you are interested and need help finding a sister parish, contact Dave Baranowski.
- Generally speaking, the goal is to develop a parish-to-parish relationship with a parish that is dissimilar to your own parish. However, if you want to start with a neighboring parish, that’s fine also.

Annual Stewardship Renewal – “Renewing Our Covenant with God”

- Our Annual Stewardship Renewal is another season of the Church.
- Throughout the Old and New Testaments, God and mankind have been making and renewing covenants.
- We should consider the annual parish stewardship process as “renewing our covenant with God.”
- Completing our annual stewardship commitment card with our gift of prayer, participation and generosity, signing our name to it and placing it on the altar is our version of making a covenant with God, we shouldn’t take this so lightly.

Prayer

- Many parishes schedule an annual outdoor Mass (i.e. “Mass in the Grass”) as part of their stewardship renewal.
- Pray for the success of your annual parish renewal prior to starting the event.
- Develop a parish stewardship prayer and pray it often.

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Participation

- Stewardship Commitment Cards
 - Develop special ceremony to collect, don't just throw into offertory basket
 - Priest collect cards pew by pew
 - Call people to the altar to place cards in basket
 - Allow time for parishioners to complete at Mass prior to collecting and provide blank cards in pews
 - Electronic commitment cards on parish website
 - Hand-out at individual parish ministry meetings
 - Have grade school and PSR student hand-out cards and collect them during Mass
 - Keep reminding parishioners to return and have a box in back of Church for later returns
 - Follow-up with non-respondents – attend parish ministry meetings and give them time to complete and collect
- Festival of Ministries
 - Don't call it a Festival of Ministries
 - Combine with another parish social event
 - Include food, adult beverages and/or kid's activities
 - Make it a social event instead of a recruitment drive
 - When parishioners see other people in ministry having fun, they are more inclined to join
 - Fall Festivals, Chili Dinners, Taste of "Your Parish"
 - Develop old newspaper boy/girl day to promote ministries
- Develop "props" to promote your stewardship renewal
 - Rowboat – "Get In and Row"
 - Fishing Net – "We are Fishers of Men"
- Lay Witness Talks
 - Make a DVD of several speakers to show at all Masses
 - Video your speakers and post on parish website
 - Send video links through social media

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Generosity

- Consider adding an Increased Offertory Program as part of your annual stewardship renewal – they work!
- Some parishes add the Increased Offertory Program every second or third year, some do it every year.
- Avoid conducting Increased Offertory Program during the Annual Catholic Appeal or any capital campaign because of donor fatigue.
- Add Electronic Offertory as an offertory giving option and promote it every month.

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Gift of PRAYER (TIME)

The gift of prayer is the time we spend in prayer with God every day.

“The real success of stewardship in our parish is found in the hearts of the people. Without a conversion of heart, no one is able to give of themselves as Christ has asked us to do.”

- Msgr. Thomas McGread

Reflection on Prayer

Here are some thoughts from **Matthew Kelly’s** book “**Rediscover Catholicism**”:

- Prayer is perhaps the most difficult thing we will ever do. To hear God’s voice we need the discipline of prayer. Prayer requires daily commitment.
- Prayer and contemplation are integral to Christian life because thought determines action. The actions of your life are determined by your most dominant thoughts.
- What you allow to occupy your mind forms the reality of your life, good or bad. Things happen in your mind before they occur in time and space.
- Whatever you place your mental attention on will increase in your life.
- You cannot grow a good life with bad thoughts.
- In this modern time it is not that God has stopped speaking to us, but rather we have stopped listening.
- Our world has been filled with noise and we can no longer hear the voice of God in our lives. We need to enter the classroom of silence.
- We need to create opportunities for solitude and silence in our lives to listen to God.
- Prayer doesn’t change God, prayer changes us.

Assist Parishioners in Developing a Daily Prayer Process

- Most Catholics have never been taught how to develop a daily routine of prayer.
- There are many daily prayer processes, three are listed on the following pages:

The Most Holy Rosary of the Blessed Virgin Mary

- Encourage parishioners to pray the rosary often, especially as a family.
- For information on how to recite the rosary, visit the “How To Recite the Rosary” website at <http://www.newadvent.org/images/rosary.pdf>



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The Spiritual Exercises of St. Ignatius

- The following is from St. Ignatius' Spiritual exercises and is titled the "Awareness Examen". This short prayer exercise is intended to help increase one's sensitivity to God working in one's life.

1. **Thanksgiving**

Begin by looking over the day and see where you need to be thankful. Allow gratitude to take hold of you and express this to the Lord.

2. **Ask for Light**

Ask the Spirit to show you what God wants you to see.

3. **Finding God in All Things**

Ask the Holy Spirit to show you where God's presence has been in your life, either in you or in others, and in the events of public life.

4. **Respond to God in Dialogue**

Is there any one area on which you are being nudged to focus your attention, to pray more seriously, to take action? Discuss this with Jesus.

5. **Help and Guidance for Tomorrow**

Ask God for your needs for tomorrow.

- *This information was reprinted with permission from the White House Retreat.*
- *For more information on the White House Retreat, visit www.whretreat.org*

Prayer Process Suggested by Matthew Kelly

- The following is from Matthew Kelly's "The Four Signs of a Dynamic Catholic".
- Prayer
 - The most dominant quality among Dynamic Catholics is a daily routine of prayer.
 - A daily routine refers to a specific time and place set aside for prayer. Dynamic Catholics make this time a priority each day.
 - Dynamic Catholics tend to begin their time of prayer in very specific ways: by reading the Bible, praying the morning prayers of the Church, reading from a favorite spiritual book, etc.
 - Dynamic Catholics universally begin their day with some type of prayer, even if the main time they set aside for prayer is later in the day.
 - God speaks to us in the silence. Spending time in silence is indispensable in our quest for spiritual growth.

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- Prayerlessness is one of the great torments of modern times.
- Most Catholics have never been taught how to develop a daily routine of prayer.
- *The Prayer Process*
 1. **Gratitude:** Begin by thanking God in a personal dialogue for whatever you are most grateful for today.
 2. **Awareness:** Revisit the times in the past twenty-four hours when you were and were not the best version of yourself. Talk with God about these situations and what you learned from them.
 3. **Significant Moments:** Identify something you experienced today and explore what God might be trying to say to you through that event (or person).
 4. **Peace:** Ask God to forgive you for any wrong you have committed (against yourself, another person, or him) and to fill you with a deep and abiding peace.
 5. **Freedom:** Speak with God about how he is inviting you to change your life, so that you can experience the freedom to be the best version of yourself.
 6. **Others:** Lift up to God anyone you feel called to pray for today, asking God to bless and guide them.
 7. Finish by praying the **Our Father**.
- *The information has been reprinted with permission from The Dynamic Catholic Institute.*
- *For more information visit the website at www.dynamiccatholic.com.*

Encourage Greater Mass Attendance

There is a direct correlation between Mass attendance and Stewardship (the greater the attendance, the greater the Stewardship and vice versa). Spending time with God empowers us! On the practical side, studies show that people that attend Mass regularly participate in parish ministry more and contribute more financially.

Encouraging Greater Mass Attendance:

- When you plan special Masses, be sure the individuals you want to invite receive the invitation! Don't just make an announcement at Mass or put an article in the bulletin. Contact the people individually.
- Have a "Special" Mass once a month:
 - January – invite those who had a child baptized within the last year.
 - February – near St. Valentine's Day, invite newly married couples over the past year.

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- March/April – invite newly registered families over the past year.
- May/June – invite all recent high school graduates from a year ago.
- November – near All Saint’s Day, invite those who lost a loved one within the last year.
- Throughout the year – ask sports coaches to plan team Masses during each sports season. Also, ask each parish ministry to plan an annual Mass for their members.
- Appreciation Mass for all parish volunteers.
- Annual Outdoor Mass – “Mass in the Grass”
- Scouting Mass
- Use your imagination!

When children come to Mass, the parents come to Mass:

- Involve children more in the Liturgy and make weekend Masses a family event.
- Include children to bring up gifts, be readers or greeters.
- Schedule a quarterly Family or Children’ Mass. Let the children help plan the Mass.
- Have religion teachers have a discussion on the Sunday homily.
- Ask the principal or pastor to write school families encouraging better Mass attendance.

Other Suggestions:

- Pastor writes a letter after Labor Day to school families inviting them back to Mass.
- Pastor talks at all parish ministry meetings about the importance of Mass attendance.
- Encourage parishioners to include Mass in the special family celebrations. Include in the weekly bulletin.

Parish Prayer Activities

- Develop a Parish Stewardship Prayer. Examples available at archstl.org/stewardship/prayer.
- “Teaching” Mass – held annually, priest explains the different parts of the Mass. Parishioners ask questions throughout the session. This does not take the place of a traditional Mass.
- Grade school children attending Sunday Mass receive a “dress down day” pass.
- Designate a grade from parish school/PSR to host a designated Sunday Mass once a month. Each grade has an opportunity to host (i.e. greeters, ushers, offertory, lectors, cantors, songs, etc.)
- Stewardship Awareness Sunday – building blocks available for smaller children to build a church during stewardship events.

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- Develop parish specific prayer cards based on statues in your local church. The back of the card has parish stewardship prayer or other stewardship message.
- Develop a Remembrance Garden at your parish.
- Schedule an annual Parish Ministry Leader Night of Reflection.
- Organize small faith groups that meet monthly for breakfast. Invite new parishioners to join.
- Lent – some parishes give away blessed nails as reminders of Christ’s suffering.
- Easter/Christmas – some parishes give away prayer books or other Catholic books to parishioners as a gift.
- From the book “Rebuilt” – develop a 6-week homily series throughout the year. Allows parishioners to “connect the dots” and build on previous week’s teaching. Parishioners remember the homilies more easily.
- Adult Formation – Dr. Edward Sri “A Biblical Walk Through the Mass” series.
- Parishes contact local business to offer noon Mass for people working in your area.
- Ask your employer to designate a quiet place at work for prayer/reflection.

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Gift of PARTICIPATION (TALENT)

The gift of TALENT is our opportunity to volunteer and participate in our local parish ministries and other charitable organizations.

We must understand to be a disciple of Christ requires not just conversion, but action - doing something to serve others.

Review Your Parish Mission Statement

- Most parishes have a mission statement that probably needs to be re-examined.
- Parishes and communication change over time, make sure your mission statement is still relevant.
- A mission statement should define your reason for existing and provide overall direction and the purpose of the parish.
- A mission statement should be clear, concise, understandable and memorable.
- The parish mission statement should be woven into the parish culture (everyone should know it by heart).
- Parishes that are clear about their mission, identity and purpose tend to have a healthier stewardship culture.
- You need to understand who you are (and who you are not).

Mission Statement Tips

Below are various tips when developing a mission statement.

Purpose

- Mission statement defines the reason your parish exists - core objectives and values.
- It identifies the belief and attitude you live on a daily basis.
- Focuses your energy and clarifies your purpose.
- Motivates people.

Tips

- Keep the mission statement short and simple; use as few words as possible.
- Remember – Clear, Concise and Memorable.
- It should be clear to you, parishioners and visitors.
- It should be something you are proud of.
- Do not use slang, jargon or expressions others are not familiar with.
- It should resonate with the parishioners.
- It should reflect your long term goals and strategies.

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- Avoid overanalyzing the mission statement.
- Don't confuse mission statement (why you exist) with vision statement (desired end state).
- Post the mission statement in high visibility areas.

How to Write

- Define your parish:
 - What's the purpose?
 - Describe the work.
 - For whom do you do the work?
 - Where do you do the work?
- Collect ideas from many people
- Be open to new ideas
- What are you dedicated to?
- Use surveys, questionnaires, interviews to poll parishioners
- Have a committee sort through all the information
- Look at other mission statement examples
- Don't rush the process
- Get help from a professional writer
- Avoid generalities (i.e. "saving the world")
- Use an "active" voice versus "passive" voice (i.e. "helps educate children" vs. "an organization that helps educate children")
- Get feedback and revise if necessary

Examples

- *St. Louis Parish Mission Statements*
 - **Queen of All Saints:** As a member of Queen of All Saints Parish we are a community united in Catholic faith, nourished by the Eucharist and sent to make Christ known to all through word and deed.
 - **Holy Trinity:** We are Holy Trinity Parish. We are one Body in Christ. We are holy in vocations, Catholic in our diversity and apostolic in our faith.
 - **St. Charles Borromeo:** We are the parish that, through our communion with Jesus, guided by the Holy Spirit: welcomes all; celebrates our unity, diversity and traditions; uses God's gifts to serve and teach others and be the face of Jesus Christ in the community.

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- Other Organization's Mission Statements
 - **Habitat for Humanity:** Seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities and hope.
 - **Feeding America:** To feed America's hungry through a nationwide network of member food banks and engage our country in the fight to end hunger.
 - **In Touch Ministries:** To lead people worldwide into a growing relationship with Jesus Christ and to strengthen the local church.

Reaching Young Adults

Engaging young adults is critical for the growth of the Church.

- Engaging parishioners in their 20's and 30's is a difficulty many parishes face. It is critical that we continue to invite them to participate in Mass, parish ministry and the financial well-being of the parish.
- There is an opportunity for parishes to develop new ministries and parish events to keep young adults engaged spiritually and socially.

Below are some Archdiocesan events sponsored by the Young Adult Ministry that may be of interest to your parish's young adults:

- **Theology on Tap-** Young adults 21-35 are invited to join us the second Tuesday of each month at Kirkwood Station Brewing (105 E. Jefferson) for an inspiration talk and discussion.
- **Emmaus Groups-** Young Adults are encouraged to sign up for small faith sharing groups to help take our faith deeper and challenge you to be a light to your community! Sign-ups are ongoing at emmausgroups.com
- **Parish Consulting** – The office of Young Adult ministry would love to meet with representatives at your parish to help you create and execute a strategy to engage more young adults. Contact us at STLYA@archstl.org.
- More details on these and all young adult events at archstl.org/youngadults.
- Contact Nick Lee, Director of Young Adult Ministry, for more information (nicklee@archstl.org or [314.792.7009](tel:314.792.7009)).

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STEWARDSHIP - GOD SHOWERS HIS MERCY ON US



Gift Discernment

God has given each of us unique gifts and we are all called to use those gifts to fulfill His plan. The problem is that many people have a hard time determining or discerning what those talents, skills and abilities are. As a result, many people are reluctant to participate in parish ministries.

God asks that we use our gifts, our charisms, to build the Church. It's important that we use our gifts in the appropriate ministry and in the correct role in the ministry, otherwise people can become tired or burnt-out.

Avoid adding someone to a ministry leadership role just because they volunteered or worst of all, because nobody else volunteered! Evaluate people's strengths and talents and match to ministries and roles within the ministry, otherwise your parish could suffer the negative effects for many years.

Here are some tools to help people discern what their gifts are, what ministry is the best fit for them and to determine their role in that ministry. Help your parishioners discern their gifts and schedule a parish workshop.

Spiritual Gifts Inventory Workshop

- Presented by the Archdiocesan Catholic Renewal Center.
- Contact Jane Guenther (janeguenther@archstl.org or 314.801.8688) for more information.

Gallup Strengthsfinder

- See their website at www.gallupstrengthscenter.com.
 - Or, contact Michelle Foster, PSR Coordinator at St. Joseph (Manchester), for more information. Michelle runs the Strengthsfinder program for St. Joseph and is happy to provide any information (mfoster@stjoemanchester.org or 636-391-1404).
- Many people are either too quick to say "yes" to volunteer or too quick to say "no". In either case, before responding, pray and ask God for direction. Most people find joy when they align their actions and service to God's will, not their own.
 - Be sure to say "yes" to the right opportunity. Jesus said "no" many times, but he knew what his mission was. We should do the same – focus on a ministry that best utilizes your gifts and strengths to fulfill God's plan.
 - Many people overcommit and say "yes" to too many of the wrong ministries.
 - Give the Holy Spirit room to work in your life.

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Ministry Versus Job

The following was found by Fr. Gary Faust, Pastor of St. Bernadette. The author is “unknown”. Some people have a job in the Church and others are invited into a ministry.

What is the difference?

If you're doing it just because no else will, it's a job.

If you're doing it to serve the Lord, it's a ministry.

If you quite because someone criticizes you, it's a job.

If you keep serving, it's a ministry.

If you'll do it as long as it doesn't interfere with your other activities, it's a job.

If you are committed to staying, even if it means letting go of other things, it's a ministry.

If you quite because no one thanked you or praised you, it's a job.

If you stick with it, even though no one recognized your efforts, it's a ministry.

It's hard to get excited about a job.

It's almost impossible NOT to get excited about a ministry.

If your concern is success, it's a job.

If your concern is faithfulness and service, it's a ministry.

If God calls you to a ministry, don't treat it like a job.

Parish Participation Activities

- At the annual parish picnic, workers receive a special t-shirt (which they wear with pride).
- Conduct Spiritual Gifts Workshops or Gallup Strengthsfinder questionnaire to help parishioners discern their gifts.
- Determine what gifts are needed for specific ministry roles and select parishioners with those specific gifts.
- Hold annual parish ministry leader meetings.
- Communicate parish volunteer opportunities via parish apps or parish social media.
- Hold an appreciation event for all parish ministry members.
- Continuously thank parish volunteers after each parish event publicly.
- Review with your parish all the “good works” that occur in your parish on a monthly basis through all forms of parish communication.
- Incorporate your parish Festival of Ministries into a parish social event where people have fun.
- Contact local real estate agent for list of people that have moved into your area.

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Gift of GENEROSITY (TREASURE)

This is the hardest aspect of stewardship. Most people in our culture have difficulty detaching themselves from money. The theory that if we concentrate on time and talent, treasure will follow doesn't always hold true today.

Spirituality of Giving Money

- God and money are top priorities for many people. God knows this.
- Fortunately, we are given direction in the Old Testament and the New Testament on giving money.
- Many of Jesus' parables and teachings were on the topic of money:
 - "Honor the Lord with your wealth, with first fruits..." Proverbs 3:9
 - "How shall I make a return to the Lord for all the good He has done for me?" Psalm 116:12
 - "You cannot serve two masters. He will hate one and love the other. You cannot serve God and mammon (wealth)." Matthew 6:25
- In gratitude, we are called to give from our "first fruits"; we are called to give our "best" to God, not what is "left-over".
- Giving money is a pillar of our Faith, just like celebrating Mass on Sunday and participating in parish ministry.
- Being generous with our money actually frees us from being a slave to money; from making money a "god" before God.
- God doesn't need our money, rather we have a need to give.
- Stress the need to give before giving to a need. People give to people, not to things.
- Do not apologize for asking for money. Treasure is one of the gifts we were given.
- Giving money is sacrificial, we deny ourselves for the benefit of someone else; maybe someone we don't like, someone we don't know or someone that doesn't look like us.
- The invitation to give money is another opportunity to participate in the vision and mission of our parish.
- Ask parishioners for a commitment. When people write things down on a piece of paper, there is a psychological bond to be committed.
- The pastor must ask for money. People are giving to God, not the parish.
- Until the needy are clothed, the hungry are fed and the Gospel is spread to the ends of the earth, the Church will need financial resources to support its mission.

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- We will always be called to give, that is constant. How we respond (gratitude, joy, or anger) is the fruit of our faith. Plan for it and take the stress out of giving.
- As Catholics in St. Louis, we have many opportunities to show our gratitude for all that God has given us: parish offertory, second collections, Annual Catholic Appeal, Beyond Sunday capital campaign and other charities.
- Remember that all these opportunities to give money “live together”, they are not “mutually exclusive” events. We should not choose one over the other, but rather plan how we can support all of them.
- One way to do this is to plan your giving on an annual basis; give from your “first fruits” instead of what is “leftover”.
- Use the *My Catholic Giving Guide* to help plan your giving on an annual basis.
- Greater generosity occurs in “mission-based” parishes, rather than parishes that are in “self-maintenance” mode.

Talk More Frequently About Giving As a Matter of Faith

- Priests should talk to parishioners much more frequently about giving in terms of “advancing the mission of Church” or giving “as an act of Faith”. Giving from our “treasure”, giving money, is a matter of our faith. Priests need to talk at least once a month about it.
- Priests should tell parishioners frequently what great things are happening at your parish and thank the parishioners for their generosity with their offertory gift. Draw a correlation between parish activities that “advance the mission” and the parish’s generous offertory gifts. Don’t expect that the parishioners will connect their offertory gift with other inspirational programs. (For example, “Thanks to the generosity of the parish, our 8th graders attended the Summer Youth Camp and we were able to send 15 people to the Pro-Life March).
- Priests should avoid talking about parish offertory as a way to “pay the bills”.
- Many parishioners falsely think that “all father does is talk about money” when in fact most priests rarely talk about giving money as a matter of faith. Parishioners confuse announcements about specific parish fund-raising events with their weekly offertory. The two are totally separate – the first one is to raise money, the second is part of our faith, our opportunity to show gratitude to God for all the gifts He has given us.

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Practical Tools to Assist Parishioners

- Most people do not plan their charitable giving, most give on impulse.
- Most people give what is “left-over” and not from their “first fruits”.
- Many households do not make a household budget.
- Most people do not understand the difference between offertory, second collections, Annual Catholic Appeal, capital campaigns and school tuition.
- Offer parishioners practical information to help with the stewardship of their financial resources. (i.e. equal sacrifice, but not equal gifts)
- Help parishioners be better stewards of all their money, not just the money they give to the Church and charities.

Personal Finance Seminars

- Dave Ramsey Financial Peace University – 9 weeks of 2-hour sessions packed with fantastic personal finance information. Cost is \$75 - \$95/family based on the number of families. Several parishes conduct these for their parishioners. Visit www.daveramsey.com for more information. (Highly recommend this!)
- Personal Finance Parish Ministry – start a new ministry with finance professionals in your parish: household budgeting, basic personal finance, taxes, etc.

My Catholic Giving Guide

- This tool is designed to help plan your charitable giving:
 - Plan giving on an annual basis (University of Notre Dame Study – people who plan their giving are 3 X more generous)
 - Base your giving on a percentage of your income
 - Explain the different opportunities to give
 - Giving from your “first fruits” and tithing

Parish Generosity Activities

- During Mass, the priest is the first person to put his envelope in the offertory basket.
- Conduct Dave Ramsey Financial Peace University Seminar for parishioners.
- Conduct Will & Trust Seminar every 3 years. They are free and held at the parish location. Contact April Esenwah at 314.918.2892 or april.esenwah@rcfstl.org.
- Send each parishioner year-end contribution statement for taxes.

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- Parish tithing – some parishes eliminate second collections and tithe a portion of their weekly offering. Additionally, some parishes have tithing committees to designate where money will go on an annual basis.
- Add personal tithing information to weekly bulletin (archstl.org/stewardship)
- Annual Catholic Appeal – Mass held in gym, as parishioners exit they walk right to ACA commitment card tables.
- Contact Michael Weisbrod, Planned Giving Officer at the Roman Catholic Foundation of Easter Missouri, at 314.918.2893 or michael.weisbrod@rcfstl.org.
- Annual review of parish offertory envelope: graphics update, dollar grid update, annual usage and number of envelopes sent annually
- Promote tithing and sacrificial giving – equal sacrifice, not equal gifts.
- Send a monthly statement as a reminder for parishioners of their giving relative to their commitment.
- Pass the collection basket to each individual, do not use long-pole basket.
- Start a children’s envelope giving program to help train future generous givers.
- Stewardship commitment cards – use a stair-step level of giving to show the number of people at each level within your parish. Encourage people to increase their percentage of giving each year.
- Help parishioners be better stewards of all their money, not just the money they give to the Church and charities.
- Catholic Values Investing – investing money in companies that adhere to Catholic values. In August 2015 the Dow Jones announced the start of the S&P 500 Catholic Values Index. The index excludes companies not consistent with Catholic values. This is the link to the USCCB’s Socially Responsible Investment Guidelines: <http://www.catholicinvestments.com/catholic-investing/usccb-socially-responsible-guidelines/>
- Parish grade school “Tithing Friday” – school Mass held once a month. A collection is taken at Mass and each grade has the opportunity to collect and bring the offering to the altar. The dollar amount isn’t important, rather it’s a lesson in developing a routine of giving.

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STEWARDSHIP | THE PATH OF FAITH My Catholic Giving Guide



BUILD MY KINGDOM

As disciples of Jesus, we are called to “build His kingdom on earth.” We do our part by sharing the gifts God has given us. Of all the ways to be generous, giving money can be the most challenging — God understands this!

Remember, God has a plan for you, including your finances. Trust that He will provide for all that you need.

- † Does your desire for material possessions and money outweigh your desire for God?
- † Do you place other “gods” before God?
- † Do you give from your “first fruits” or from what is left over?

BEST PRACTICES

- Plan your giving annually.
- Use your parish’s electronic offertory (if applicable).
- Tithing: Give 5% to your local parish and 5% to greater Church and secular charities.

“Whoever sows sparingly will reap sparingly and whoever sows bountifully will reap bountifully. Each must do as already determined, without sadness or compulsion, for God loves a cheerful giver.”

2 Corinthians 9:6-7

ANNUAL GIVING OPPORTUNITIES



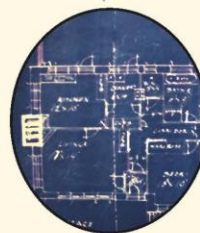
Offertory
Supports local parish ministries



Annual Catholic Appeal
Supports Archdiocesan ministries, parishes and schools



Second collections
Supports specific world-wide ministries



Parish capital campaign
Supports parish projects



Community charities
Supports non-profit and other needs

USE THE WORKSHEET ON THE FOLLOWING PAGE TO PLAN YOUR GIVING

Contact David Baranowski

Stewardship Education Director • (314) 792-7215 • davidbaranowski@archstl.org • www.archstl.org/stewardship

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MY CATHOLIC GIVING GUIDE WORKSHEET

1. CALCULATE ANNUAL GROSS FAMILY INCOME:

My income \$ _____
 My spouse's income \$ _____
 Other income \$ _____
 Total \$ _____

2. DETERMINE ANNUAL PERCENTAGE TO GIVE:

Tithing (10%) _____ %
 (or)
 Other _____ %

3. CALCULATE ANNUAL DOLLAR GIVING AMOUNT:

Total Annual Gross Family Income X Annual Giving Percentage = Annual Dollar Giving Amount
 \$ _____ X _____ % = \$ _____

4. DETERMINE DOLLAR AMOUNT FOR EACH GIVING OPPORTUNITY:

OFFERTORY

Weekly \$ _____ (or) Monthly \$ _____ Annual \$ _____

ANNUAL CATHOLIC APPEAL

Annual \$ _____

PARISH CAPITAL CAMPAIGN (IF APPLICABLE)

Annual \$ _____

SECOND COLLECTIONS/MINISTRY SUPPORT

Annual Catholic Charities Christmas Appeal \$ _____
 Annual Seminary Collection \$ _____
 Black & Indian Missions \$ _____
 Campaign for Human Development \$ _____
 Catholic Communications Campaign \$ _____
 Catholic Home Missions Appeal \$ _____
 Catholic Relief Services \$ _____
 Catholic University of America \$ _____
 Church in Central & Eastern Europe \$ _____
 Formation of Permanent Deacons \$ _____
 Glennon Sunday \$ _____
 Holy Land \$ _____
 Latin America Apostolate \$ _____
 Peter's Pence (for the Pope) \$ _____
 Regina Cleri \$ _____
 Respect Life Apostolate \$ _____
 Retirement Fund for Religious \$ _____
 St. Louis Review Subscription \$ _____
 St. Vincent de Paul Society \$ _____
 World Mission Sunday \$ _____

COMMUNITY CHARITIES & UNEXPECTED NEEDS

_____ \$ _____
 _____ \$ _____
 _____ \$ _____
 _____ \$ _____

TOTAL ANNUAL GIVING

AMOUNT: \$ _____



GIVING EXAMPLE

1. Calculate annual gross income:

| | |
|-----------------|-----------------|
| My income | \$45,000 |
| Spouse's income | \$10,000 |
| Other income | \$5,000 |
| Total | \$60,000 |

2. Determine annual percentage to give:

3% _____ 10%

3. Calculate annual giving amount:

| | |
|----------|----------|
| \$60,000 | \$60,000 |
| x 3% | x 10% |
| \$1,800 | \$6,000 |

4. Determine dollar amount for each giving opportunity:

| | | |
|---------|------------------|---------|
| \$1,800 | Parish offertory | \$6,000 |
| x 50% | | x 50% |
| \$900 | | \$3,000 |

| | | |
|--------|------------------|---------|
| \$900 | Weekly offertory | \$3,000 |
| ÷ 52 | | ÷ 52 |
| \$17.3 | | \$57.7 |

| | | |
|-------|----------------------|---------|
| \$900 | or Monthly offertory | \$3,000 |
| ÷ 12 | | ÷ 12 |
| \$75 | | \$250 |

| | | |
|-------|------------------------|-------|
| \$200 | Annual Catholic Appeal | \$600 |
|-------|------------------------|-------|

| | | |
|-------|--------------------------------|---------|
| \$20 | Annual second collections (20) | \$50 |
| x 20 | | x 20 |
| \$400 | | \$1,000 |

Other charities

| | | |
|--------------|-------------------------|----------------|
| \$75 | Grade school fundraiser | \$300 |
| \$75 | High school fundraiser | \$300 |
| \$50 | Charity 1 | \$250 |
| \$40 | Charity 2 | \$200 |
| \$30 | Charity 3 | \$200 |
| \$30 | Charity 4 | \$150 |
| \$300 | Other totals | \$1,400 |

TEAR OUT AND KEEP WORKSHEET

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Parish Strategic Offertory Review Checklist

Increased Offertory Programs

- What Is It?
 - A program designed to increase your parish's weekly offertory.
 - The weekly offertory increase is sustainable over time, increasing the weekly base offertory for the parish.
- How Does It Work?
 - Parish hires a third party company to contact your parish households through a series of letters encouraging them to increase their offertory gift. Usually over 4 – 6 weeks.
 - The letters are segmented based on each parish family's giving habits (i.e. regular givers, occasional givers and non-givers) and receive different letters based on their segment.
 - The third party company is responsible for all parishioner contact, follow-up and thank you letters.
 - The parish pays an upfront fee usually based on parish size.
- Results
 - Many parishes throughout the Archdiocese have successfully used these programs for many years.
 - Parishes have experienced a sustainable increase in offertory – 25% and higher.
 - Many parishes incorporate this program into their annual Stewardship Sunday activity. They seek TIME and TALENT commitments first, then seek an increased TREASURE commitment through an increased offertory program.

Recommended Suppliers

CUNNEEN

Contact: Robbin Harris

315.356.6338

rharris@cathedralcorporation.com

LITURGICAL PUBLICATIONS, INC.

Contact: James Messa

800.950.9972, ext. 2564

jmessa@4lpi.com

OUR SUNDAY VISITOR

Contact: Joanie Lewis

800.348.2886, ext. 2137

joanielewis@osv.com

Action Steps

- Contact suppliers and make appointment to discuss.
- Evaluate cost and benefit of each program.
- Select supplier and determine start date.
- Schedule in coordination with annual Stewardship Sunday TREASURE commitment.

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Electronic Offertory Program

- Electronic offertory allows convenience and security for parishioners who want to be generous with their gift of treasure.
- Benefit for the parish
 - Parishes experience an increase in giving by parishioners using electronic offertory (“good Catholics” attend Mass at home parish only 40 times per year, putting at least 12 weeks of offertory at risk simply because the family is not at your parish.)
 - Gifts are given consistently, creating a steady and predictable cash flow.
 - Special one-time donations and second collections are incorporated into these programs
- Benefits for the parishioner
 - More efficient – most financial transactions are handled electronically, instead of through a check
 - Can use credit cards
 - Able to manage all their giving at one time
- Risks
 - Each supplier offers a different service. Review each supplier carefully and decide which best meets your needs.
 - The Archdiocese has made every attempt to limit risks through review of business practices, audit reports, insurance programs and security compliance of the selected suppliers.
- Recommended Suppliers

Faith Direct

Contact: Brian Walsh or Mike Walsh

1.866.507.8757

Email: brian@faithdirect.net
mike@faithdirect.net

Liturgical Publications Inc.

Contact: Brian Davidson

314.387.7678

Email: bdavidson@4lpi.com

Our Sunday Visitor

Contact: Joanie Lewis

800.348.2886, ext. 2137

Email: joanielewis@osv.com

Stewardship Technology

Contact: Dave Gambino

800.980.0906, ext. 105

Email: dave@smbcreativegroup.com

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Action Steps:

- If parish does not currently use, contact suppliers and evaluate program benefits and costs
- If parish currently uses one of the suppliers, promote use more frequently through:
 - Pulpit announcements (monthly at a minimum)
 - Reminders in bulletin, website, newsletter (monthly at a minimum).
 - Posters throughout parish facility
 - “Sign-up” drives at parish functions (i.e. Donut Sunday, parish ministry meetings, etc.)
 - Having a laptop computer available to sign-up on the spot after Mass
 - Having a parishioner talk at Mass
 - Making a video on how to sign-up or written instructions to hand-out
 - Use your imagination!
- List the number of electronic givers in offertory updates in the bulletin and annual stewardship report.
- If Electronic offertory users still receive envelopes, encourage them to check “gave electronically” on the envelope and drop in the offertory.
- If electronic offertory users do not receive envelopes, make re-usable, laminated cards they can drop in the offertory basket. (Ushers replace in pews after Mass)
- New parishioners registration – have new parishioners sign-up for electronic offertory.

Envelope Usage

- Contact your envelope supplier to see what custom graphic options are available at no or low cost:
 - Custom parish pictures
 - Custom parish graphics
 - Custom parish copy, taglines, inspirational messages
 - Check dollar categories on envelopes and revise if needed.
 - Ask supplier what best practices other parishes have successfully used.
 - Ask supplier if other types of envelopes can be added to mailing (i.e. include self-addressed “catch all” envelop)
 - Ask supplier if inspirational letters can be added to mailing

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Children's Envelopes

- Start a Children's Envelope Program to train future generous givers.
- Select a person to "champion" this effort. Discuss with PSR and Grade School representatives prior to implementation.
- Obtain parent's permission before children receive envelopes.
- Promote and encourage its use. Prior to implementation, discuss importance of giving to children and parents.
- Discuss tithing.
- Give children some say in how the money collected will be used (i.e. let them start a special charity or mission).
- Do not use money to pay bills!
- Provide periodic parish updates on amount of money collected and how it was used.

Visitor Envelopes

- Keep envelopes in pews for parishioners or visitors who forgot or do not have envelopes. Be sure to include a place for the donor to put their contact information.
- If not available year round, put visitor envelopes in pews for highly attended Masses or celebrations (Easter, Christmas, Ash Wednesday, Mission Week, etc.)
- Let people know they are available during weekly announcements or highly attended Masses.

Pass Large Baskets at Offertory

- Replace long-pole baskets used by ushers with baskets to pass around.
- Seek big baskets to pass from person to person at offertory. People are more likely to fill a big basket because it looks empty.
- Small baskets fill too quickly.

Schedule Will & Trust Seminars

- Offered by the Roman Catholic Foundation of Eastern Missouri, these seminars teach about the importance of having an estate plan in place. Many attendees consider giving their parish a legacy gift.
- Contact April Esenwah (314.918.2892/ aprilesenwah@rcfstl.org) to schedule.
- Add "Remember to Keep Your Parish in Your Will or Trust" to parish communications (i.e. bulletin, website)
- Visit the Roman Catholic Foundation's website at www.rcfstl.org.

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Children's Stewardship

Why Teach Stewardship to Children

- The Lord calls all of us (adults and children) to be grateful and generous with all our gifts.
- Stewardship is a lifestyle not only for adults, but for children!
- Children have gifts. Being grateful and generous with their time, talent and treasure should start early in their Christian lives.
- Stewardship encourages an attitude of gratitude. It teaches the difference between “wants” and “needs”.
- We have a responsibility to care for every gift God has given us: family, friends, health, home, pets, school, church and environment.
- Stewardship can help children find peace and joy in a fast-moving world.
- Experts say that children start forming their attitude about sharing between the ages of 6 – 10.
- Children are bombarded with “materialistic” messages continuously. Stewardship helps develop the attitude of “I’ve been blessed and have plenty to share” versus “I don’t have enough and the world owes me.”
- Today, adults learn many things from their children. Teaching stewardship to our children will help spread the stewardship concept to many adults.

Stewardship Concepts to Teach Children

- Help children realize that God has given them many gifts
Reinforces self-esteem among children
 - Have a discussion about the gifts God has given them. Write the responses on a blackboard.
 - Let children design posters or write essays about the gifts they have been given.
 - Compliment children on their special gifts.
 - Begin each week with children sharing what they are grateful for from the past week.



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- Teach children to be grateful for the gifts God has given them

Reinforces a positive outlook on life

- Write a thanksgiving prayer. Read a different one each day.
- Write a letter to God telling Him how they will use the special gifts He gave them.
- Make pledges of how they will show their gratitude to God. Collect at school Mass. Put on bulletin board.
- Write thank you notes to people that they are grateful for.

- Teach children how stewardship built our Church

Recognizes appreciation and future responsibility for our Church

- Teach the history of your parish to children. Older students talk to younger students.
- Tour parish facilities looking for signs of stewardship.
- Read stories about saints and discuss how they gave their gifts to the Church.
- Adult parish stewardship committee members talk to children about their stewardship.
- Include children in adult parish stewardship activities.
- Create a children's stewardship newsletter or add a children's stewardship column in the parish stewardship newsletter. Or, add a stewardship column in the school newspaper and in the weekly Mass bulletin.

- Help children understand that God has given them particular gifts for a reason

Helps them realize that God may have a different plan for them

- Have a discussion about the poor and needy. The point being we are called to help the poor and needy.
- Read the Beatitudes and discuss all the ways people are in need.
- Just as we thank family and friends for gifts they give us, we should also thank God the same way for the gifts He has given us.
- Talk about gifts that people and saints in the Bible were given and how those people used their gifts.
- Develop service projects for someone in need in your parish.



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- Teach children that Stewardship is something we do all the time (not just on Sunday)
Reinforces that Stewardship is how we live our lives with every decision we make
 - Talk about stewardship in all classes, not just religion class.
 - Have students keep a journal of how they spend their time and use their talents. How much do they spend in prayer (time) and helping others (talent).
 - Talk about shopping decisions. How do they “waste” money?
 - Discuss the concept of tithing – giving from our “first fruits” versus from what they have “leftover”.
 - Talk about the difference between “needs” and “wants”.
- Help children recognize the joy that comes from good stewardship
Real happiness doesn't come from the clothes we wear or the “things” we own
 - Talk about how children feel when they help someone.
 - Have older children give their witness of the joy of stewardship to younger children.
 - Have older children (with adult supervision) work in local soup kitchens and food pantries.

More Ideas/Projects for Teaching Stewardship

- Conduct an annual stewardship renewal campaign for children
 - Similar to the parish annual stewardship renewal campaign, include the children or run one separately for the children.
- Discuss Stewardship Gospel stories
 - Designate a time each week or month.
 - Assign a group of children to present a stewardship parable to the class.
 - Break into small groups and discuss. Each group present their thoughts.
 - Ask children to relate the Bible story to a modern day story or event.
 - See below list of Stewardship Gospel stories
 - *The Birds in the Sky and Flowers in the Field - Matthew 6:25-34*
 - *The Hidden Treasure - Matthew 13:44*
 - *The Costly Pearl - Matthew 13:45-46*
 - *The Feeding of the Multitude –Matthew 14:13-21; Matthew 15:32-39; Mark 6:34-44; Mark 8:1-10; Luke 9:10-17; John 6:1-15*



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- *The Unmerciful Servant - Matthew 18:23-35*
 - *The Rich Young Man - Matthew 19:16-24*
 - *The Generous Employer - Mathew 20:1-16*
 - *The Wicked Tenants - Matthew 21:33-46; Mark 12:1-12; Luke 20:9-19*
 - *The Servant Entrusted with Supervision - Matthew 24:45-51; Luke 12:42-46*
 - *The Talents - Matthew 25:14-30; Luke 19:12-27*
 - *Sheep and Goats – Matthew 25:31-46*
 - *The Two Debtors – Luke 7:41-43*
 - *The Good Samaritan - Luke 10:25-37*
 - *The Friend at Midnight - Luke 11:5-8*
 - *The Rich Fool - Luke 12:16-21*
 - *The Vigilant and Faithful Servants - Luke 12:35-48*
 - *The Barren Fig Tree - Luke 13:6-9*
 - *The King Contemplating a Campaign - Luke:14:31-33*
 - *The Tower Builder - Luke 14:28-33*
 - *The Lost Sheep – Luke 15:3-7*
 - *The Lost Coin - Luke 15:8-10*
 - *The Prodigal Son - Luke 15:11-32*
 - *The Unjust Steward - Luke 16:1-7*
 - *The Rich Man and Lazarus - Luke 16:19-31*
 - *The Pharisee and the Tax Collector – Luke 18:9-14*
 - *Washing the Feet of the Disciples – John 13:1-16*
 - *Ideas for Bulletin Boards*
 - “Talent gives us gifts to share” (good for music or art room)
 - “The smallest deed is better than the grandest intention”
 - “Each day is God’s gift to you. Make it blossom and grow.”
 - “Great occasions for serving God come along rarely, but little ones happen every day”
 - “Building the city of God takes many hands” (possible art project)
 - “I am the vine and you are the branches” (possible art project)
 - “How shall I make a return to the Lord for all the good he has done for me?”
- Psalm 116:12

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- Stewardship Research Projects
 - Lives of Saints: St. Barnabas, St. Francis of Assisi, St. Martin de Porres, St. Vincent de Paul, Apostles
 - Famous Stewards: Katherine Drexel, Mother Teresa, Dorothy Day
 - Report on local Catholic charities
- Essay Topics
 - What is the greatest gift God has given you?
 - What do you think God wants you to do when you grow up?
 - Name three things you are thankful for and why?
 - How does our school do God's work on earth?
 - How can we show thanks to God for what He has given us?
- Stewardship of the Earth
 - Earth Day projects
 - Reduce/Recycle/Reuse projects
 - Clean up Church grounds
 - Planting flowers or plants
- Children's Envelopes
 - Start a formal children's envelope program in your parish.
 - The goal is to train future generous givers.
 - Let the children have input on how the money will be used.
 - Need to have an adult lead this effort and be responsible for it.
 - Get parent's permission to participate before giving envelopes to children.



Stewardship for the Hispanic Culture

As the number of parishioners with Hispanic background increases, we need to find ways to welcome them into our local parishes and invite them to be good stewards of their gifts of time, talent and treasure. This section will provide some ideas on how to do that. In Spanish, the word for “Stewardship” does not carry the same connotation as in English. The Spanish word “Corresponsabilidad” (Co-responsibility) has been used in parts of the U.S. where there are larger Hispanic populations.

When communicating the Stewardship message, it is important to

- Invite
- Educate
- Integrate

Invite

- As it is with any new parishioner, it is critical to have a “Welcoming” parish environment! (atmósfera acogedora)
- Invite new parishioners to attend Mass, participate in parish ministries and provide their financial support
- Bi-lingual or Spanish-only masses make people feel welcome. English proficiency is an intellectual matter; worship is not only intellectual but also emotional. Foreign speakers may be able to “function” in an English environment, but will not feel truly welcome until the emotional connection during worship is made. As a result of this connection taking place, Hispanic parishioners will take the step of registering at the parish and taking ownership of assisting financially to support the parish.
 - Bi-lingual parish staff and priests; or at the very least, culturally competent staff.
 - Bi-lingual parish communications.
 - Bi-lingual parish ministries.
 - Bi-lingual financial updates.
 - Be aware of cultural celebrations:
 - Quinceañeras classes
 - Virgen de Guadalupe
 - Posadas
 - Rosary and other devotions (Our Lady of Guadalupe, novenas, etc.)
- Bi-lingual or Spanish-only welcoming events
- Bi-lingual or Spanish-only welcome packets



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Educate

- Be aware of first generation immigrants; they are likely to speak little to no English.
- Be specific with fund drives – explain exactly what it is you are asking for, what will be achieved with the funds and how much is needed.
- Stories – critical to communicate for comprehension. Use stories to educate.
- Explain how will this affect them and their family?
- Bi-lingual or Spanish materials

Integrate

- Use local parishioners, other parishes and/or Archdiocesan resources to assist
- Bi-lingual or Spanish-only ministry workshops
- Look at parish Mission Statement
- Look at individual parish ministry mission statements
- Make sure parish procedural information is available in Spanish
- Use Spanish speaking and bi-lingual Lay Witness Speakers
- Ministry fair combined with cultural (social) parish events
- Spanish commitment cards (time, talent and treasure)

Challenges

- Communication – it's obvious you need Spanish-speaking parishioners as witnesses, priests and parish staff, but that is not always available.
- Parish Registration – encourage parish registration, but understand this may be difficult to get. In Latin America there is no such thing as “registering” at your local parish. Immigrants will not take this big step until they have ownership and a sense of belonging in the community.
- Envelope usage – encourage on-going financial support for the parish but this may be difficult. Consider requesting for “specific” needs versus “general” on-going support. Once again, in Latin America there is no such thing as “envelopes” being used for the collection. Immigrants will not take this big step until they have ownership and a sense of belonging in the community.
- Participation – be welcoming and explore Hispanic cultural ministry opportunities and parish events.

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Resources

- Archdiocese of St. Louis:
 - F. Javier Orozco – Executive Director of Intercultural and Interreligious Affairs
javierorozco@archstl.org or 314.792.7890
 - Giovanni Madriz – Program Coordinator for the Office of Hispanic Ministry
giovannimadriz@archstl.org or 314.792.7645
 - Link to Hispanic Stewardship webinar:
<https://student.gototraining.com/737js/recording/8759697344712192000>

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Stewardship Annual Planning Calendar Example

2016 St. Blaise Stewardship Calendar

January

- 1/11: Monthly Stewardship Committee Meeting
- 1/12: Webinar – Seven Pillars of Evangelization
- 1/23 & 1/24: Monthly Lay Witness Talk – Tom Smith (Cub Scouts)
- 1/24: Youth Sports Mass
- 1/25: Winter Stewardship e-Newsletter distributed
- 1/26: Stewardship Evening with Archbishop Carlson @ the Cardinal Rigali Center
- 1/29: New Parishioner Dinner with Fr. Hill and Fr. Lake

February

- 2/8: Monthly Stewardship Committee Meeting
- 2/9: Webinar – Stewards of Our Talents and Strengths
- 2/27 & 2/28: Monthly Lay Witness Talk - Joe Panzeri
- Schedule Parish Ministry Leader Meeting in April
- Decide to do Increased Offertory Program again in the Fall?

March

- 3/8: Webinar – Working for God
- 3/14: Monthly Stewardship Committee Meeting
- 3/29: Legacy Planning (Will & Trust) Seminar
- No Monthly Lay Witness Talk due to Palm Sunday and Easter Sunday

April

- 4/11: Monthly Stewardship Committee Meeting
- 4/12: Webinar – Evangelizing with Eyes of Mercy
- 4/12: Parish Ministry Leader Meeting
- 4/23: Volunteer Appreciation Breakfast
- 4/23 & 4/24: Monthly Lay Witness Speaker Talk – Mary Ann Stewart (Annual Catholic Appeal)
- 4/25: Spring Stewardship e-Newsletter distributed
- Schedule August – December Monthly Lay Witness Speakers

May

- 5/1: Youth Sports Mass
- 5/9: Monthly Stewardship Committee Meeting
- 5/10: Webinar – Helping People in Times of Loss and Crisis
- 5/28: Parish Picnic

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June

- 6/10 – 7/21: Order Parish Stewardship Marketing Material
- 6/13: Monthly Stewardship Committee Meeting
- 6/14: Webinar – Forming the New Evangelist
- Receive Parish Stewardship Planning Manual
- Update Stewardship Commitment Card used in the Fall
- Recruit new stewardship committee members (Peter, Paul & Mary terms end in 2016)
- Identify Stewardship Sunday Lay Witness Speaker(s)

July

- 7/11: Monthly Stewardship Committee Meeting
- 7/12: Webinar – Healing Prayer and the Mercy of Jesus
- 7/20: Parish Stewardship Training Night @ the Cardinal Rigali Center
- 7/21: Parish Stewardship Marketing Materials Order is due
- 7/25: Summer Stewardship e-Newsletter distributed

August

- 8/1: Fall Festival Planning Meeting
- 8/8: Monthly Stewardship Committee Meeting
- 8/9: Webinar – The Soul of the Evangelist
- 8/24: Lay Witness Speaker Training @ the Cardinal Rigali Center
- 8/25: Stewardship Marketing Materials delivered
- 8/27 & 8/28: Monthly Lay Witness Talk – George Steele (Social Justice)
- Receive Parish Stewardship Posters

September

- 9/10 & 9/11: Announce Upcoming Stewardship Events at all Masses and in bulletin
- 9/11: Youth Sports Mass
- 9/12: Monthly Stewardship Committee Meeting
- 9/13: Webinar – Helping People to Forgive
- 9/17 & 9/18: Parishioners Receive Annual Stewardship Report & Frs. Hill & Lake review in homily
- 9/19 – 9/23: Parishioners receive Stewardship Introduction Letter, Brochure and Commitment Card
- 9/24 & 9/25: Stewardship Awareness Sunday – Frs. Hill & Lake give Stewardship homily
- 9/27: Parish Ministry Leader Night of Reflection

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October

- 10/1 & 10/2: Stewardship Lay Witness Talk at all Masses – Al & Betty Davis
- 10/8: Annual Mass in the Grass
- 10/8: Annual Fall Festival (includes Festival of Ministry)
- 10/8 & 10/9: Collect Stewardship Commitment Cards
- 10/10: Monthly Stewardship Committee Meeting
- 10/10: Contact Parish Ministry Leaders with new volunteer information
- 10/11: Webinar – Women and the Church
- 10/22 & 10/23: Monthly Lay Witness Talk – Monica Summers

November

- 11/8: Webinar – Stewardship as Parish Culture Catalyst
- 11/14: Monthly Stewardship Committee Meeting
- 11/22: Parish Ministry Leader Meeting
- 11/26 & 11/27: Monthly Lay Witness Talk – Bill Winters
- 11/26 & 11/27: Stewardship Summary communicated to Parish
- Schedule January – April 2017 Monthly Lay Witness Speakers

December

- 12/12: Monthly Stewardship Committee Meeting
- 12/13: Webinar – Pope Francis, Mercy and Your Parish
- 12/17 & 12/18: Monthly Lay Witness Talk – Jennifer Plumley

Notes

- Weekly Stewardship Reflections in Bulletin
- Weekly Stewardship Prayers of the Faithful said at Mass
- Monthly Electronic Offertory Bulletin Reminder and Announcement at all Masses
- Stewardship Webinars Available 24/7 on Archdiocesan Stewardship website (archstl.org/stewardship)



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Committee Member Roles

- 1) **Pastor** – “CEO” of the parish and final decision-making authority.
- 2) **Chairperson** – contact point for parish, Archdiocese, other parishes and community.
- 3) **Secretary** – administrative needs, meeting agenda and meeting notes. Keeper of parish Stewardship documentation.
- 4) **Communications** – incorporate stewardship message in all parish communication. Draft letters as needed and manage newsletter process. Look for stewardship communication opportunities.
- 5) **Appreciation** – oversee welcoming and thanking activities and opportunities.
- 6) **Finance** – Finance committee liaison. Liaison to parish ACA, capital campaigns, fund-raising activities, planned giving and endowments.
- 7) **Education** – oversee annual Stewardship Sunday activity: order material, schedule Lay Witness speakers, Festival of Ministries/alternate activity and intention cards. Explore educational opportunities with other parish ministries.
- 8) **Children’s Stewardship** – develop opportunities for parish school and PSR. (Children’s envelopes, Festival of Ministries and Intention Cards.)

Committee Member Start Dates:

1. Father Anthony Hill – 6/13
2. Dave Huelsing – 6/11
3. Brett Newby – 5/16
4. Tammy Smith – 4/14
5. Jim Handyman – 4/14
6. Abby McCoy – 7/15
7. Laurie Jones – 5/16
8. Megan Holcomb – 7/15



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On-Line Giving Benefits

Why Give?

- Think of all the gifts God has given you: faith, family, friends, talents, skills, money and possessions.
- All that we are and all that we have really belongs to God.
- We aren't "owners" of anything, we are merely "stewards" of the gifts God gave each of us.
- In return, God asks us to generously share what He has given to us.
- Your financial support helps our parish build God's kingdom on Earth through our various ministries and organizations.
- We help each other strengthen our Faith which puts us on the path to Heaven!

What is Online Giving?

- Your financial offering to the parish is made electronically through the parish website instead of putting an envelope in the basket each week at Mass.
- You specify the amount of money to give and it is automatically transferred from your checking or savings account or credit card to the parish account.
- You have access to your account 24 hours a day and have flexibility to change your financial offering at any time.

Benefits to You

- Simplifies the giving process – select your weekly offertory amount and second collections amount at one time and the amount is transferred automatically on the days you specify.
- No more worrying about bringing (or forgetting) your envelope or check to Mass.
- Your offertory is given electronically whether or not you are able to attend Mass at our parish. (Great during vacations and bad weather).
- Your online parish giving history and related tax information is available.
- The process is safe, secure and can be updated at any time.
- A technical support hotline is available if needed.

Benefits to Parish

- Helps the parish fund our ministries and other expenses by having a predictable income they can count on.
- Simplifies the record-keeping process.
- Saves money with less processing costs.

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Parish Communications Audit

Know your audience (audience evaluation)

- Internal vs. External audiences
- Who are they?
- How do they spend their time?
- What value can you offer them? Make yourself relevant.
- How can you best reach them?

Prioritize your message

- Create a planning calendar so you are planning ahead and not reacting
- Reallocate resources
- Integrate priorities – “culture of stewardship”
- Don’t say too much (KISS)
- Define purpose, call to action
- At the conclusion of this communication, my audience should know/understand “_____.”

Identify your medium

- Audit the current communication best practices of the parish
- Repetition (effective frequency, level of repetition needed to trigger a response – 3x, 5x or 7x)
- Create a checklist
 - Print: bulletins, flyers, brochures
 - Marketing: mailings, yard signs
 - Email (Flocknote):
 - Database management
 - Collect email addresses at parish events (text to join)
 - Newsletters
 - Website (OSV):
 - Homepage: clear goals, submit email, online giving, sm widgets, news headlines, regular updates, contact info, Gospel msg
 - Online giving (CARA)
 - Social media: Facebook, Twitter, YouTube, Instagram: *Be human*
 - News media: SLR, Catholic St. Louis, secular: *What’s a good pitch?*
 - Face-to-face: weekends, various ministries

Evaluate success

- Assess – establish success criteria in the beginning; were your goals achieved?
- If you don’t get what you expected, try something different (Action-Observe-Modify)
- Follow up

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Parish Communications Audit

St. Joseph Cottleville
Approved Communication Methods
As of July 29, 2015

Website (stjoecot.org)

Recommended Uses: General organization information, event advertisements and registration, documents and forms, calendar of events, volunteer sign up, etc.

Target audience: All

| PARISH | | SCHOOL | |
|---------------|--|---------------|--|
| Contact: | Joan Cleaveland | Contact: | Holly Lampert |
| Email: | jcleaveland@stjoecot.org | Email: | hlampert@stjoecot.org |
| Phone: | 636.441.0055, ext. 103 | Phone: | |
| Office Hours: | Monday-Friday, 7a-4p | Office Hours: | |

Facebook

Recommended Uses: Personalized messages, event advertisements, volunteer requests, notifications/cancellations of events and brief discussion forum, scripture verse of the day, etc.

Target audience: Facebook users

| PARISH | | SCHOOL | |
|----------|--|----------|--|
| Contact: | Kelly Kruse | Contact: | Maija Malloy |
| Email: | kevinekruse@yahoo.com | Email: | malloym@msn.com |
| Phone: | 636.240.4144 | Phone: | |

St. Joe Cot Bulletin

Recommended Uses: event announcements, volunteer requests, organizations/registration/ liturgy information prayer requests, school information

Target audience: Weekly Mass attendees

Deadline: Sunday at Midnight

| | |
|---------------|--|
| Contact: | Betty Ebers |
| Email: | bulletin@stjoecot.org |
| Phone: | 636.441.0055, ext. 101 |
| Office Hours: | Monday-Friday, 8a-5p |

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Database of Contact Information (Servant Keeper)

Recommended Uses: Searchable information of current parishioners to use for updating contact lists and information, finding prospective volunteers and finding groups for targeted messaging. Reports can be run via the database.

| PARISH | | SCHOOL | |
|---------------|--|---------------|--|
| Contact: | Lesia Anstead | Contact: | |
| Email: | lanstead@stjoecot.org | Email: | |
| Phone: | 636.441.0055, ext. 102 | Phone: | |
| Office Hours: | M/T/Th, 8a-5p | Office Hours: | |

Parish Directory

Recommended Uses: Summary of parish organizations and contact information.

Target Audience: All parish families

Frequency: Printed once per year

| | |
|---------------|--|
| Contact: | Lesia Anstead |
| Email: | lanstead@stjoecot.org |
| Phone: | 636.441.0055, ext. 102 |
| Office Hours: | M/T/Th, 8a-5p |

Newsletters

Recommended Uses: Promote upcoming events and special parish messages

Target Audience: All parish/school families

Frequency: Bi-annual

| PARISH | | SCHOOL | |
|---------------|----------------|---------------|--|
| Contact: | Becky Younkers | Contact: | |
| Email: | | Email: | |
| Phone: | | Phone: | |
| Office Hours: | volunteer | Office Hours: | |

Priest Mass Announcements

Recommended Uses: Share timely updates for the week

Target Audience: Weekly Mass attendees

| | |
|---------------|--|
| Contact: | Mary Miller |
| Email: | mmiller@stjoecot.org |
| Phone: | 636.441.0055, ext. 100 |
| Office Hours: | Monday-Friday, 8a-5p |

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Gathering Space

Recommended Uses: Promoting upcoming events, volunteer solicitation, fundraising, etc.

Target Audience: Weekly Mass attendees

Deadline: Schedule at least one week in advance to reserve space

| | |
|---------------|------------------------|
| Contact: | Mary Miller |
| Email: | mmiller@stjoecot.org |
| Phone: | 636.441.0055, ext. 100 |
| Office Hours: | Monday-Friday, 8a-5p |

Digital Sign

Recommended Uses: Share Mass and Confession times, promote major parish events

Target Audience: Cottleville community

| | |
|---------------|------------------------|
| Contact: | Mary Miller |
| Email: | mmiller@stjoecot.org |
| Phone: | 636.441.0055, ext. 100 |
| Office Hours: | Monday-Friday, 8a-5p |

Signs and Banners

Recommended Uses: Advertise events, seek volunteers, fundraising, evangelization

Target Audience: Parishioners and visitors to campus

Deadline: Schedule at least one week in advance to allow for set up and placement

| | |
|---------------|----------------------------------|
| Contact: | Joan Cleaveland (or Mary Miller) |
| Email: | jcleveland@stjoecot.org |
| Phone: | 636.441.0055, ext. 103 |
| Office Hours: | |

St Joe Cot Communication Tools Being Considered

- Email Marketing
- SMS text message blasts
- Mobile apps

Communication Methods not Approved for Use

- Yard signs for outside organizations

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2016 Parish Planning Guide

(Website Version @ archstl.org/stewardship)

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Stewardship Best Practices

Below is a list of “Best Practices” developed by Dr. Charles Zech in his book, *Best Practices in Parish Stewardship*:

- 1. Be a Welcoming Parish That Takes Community-building Seriously**
 - Try a variety of approaches; most successful used 4 or more welcoming activities
 - Examples: Greeters at Mass, parish picnics, potluck dinners
- 2. Appoint a Stewardship Council**
 - A pastor cannot do it by himself
 - Leadership should be living a life of stewardship
 - Have a parish stewardship vision, be comfortable talking about money and recognize the importance of accountability
- 3. Include Stewardship as a Vital Component of the Parish Plan**
 - Stewardship must permeate the parish plan
 - Stewardship should be in the parish mission statement
- 4. Emphasize Stewardship in All Parish Formation and Education Programs**
 - For both youth and adult programs
- 5. Provide the Opportunity for Lay Witness Presentations**
 - Powerful impact on changing people’s hearts and minds
 - Should occur more than once per year
 - Stewardship is not just about treasure (money)
 - Lay witness speakers need to be credible
- 6. Encourage parishioners to Make a Commitment to the Parish by Pledging**
 - Encompass all three components: time, talent and treasure
- 7. Communicate With Parishioners on Stewardship**
 - Inform of past and future needs
 - Use multiple tools: annual report, periodic newsletters, web site
- 8. Good Stewardship Starts in the Parish House**
 - If we want parishioners to be good stewards, leadership must be a model for them
 - Accountable and transparent in all financial dealings



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Why Is Stewardship Sunday Held Annually?

One of the questions that parish leaders and parishioners often ask about Stewardship Sunday is, “Didn’t we just do this?”

Stewardship is not a “one-time” thing. It is not a program, but an ongoing spiritual process. During the annual renewal process we should take time to determine where we are on our journey, how far we have come, and where God is still calling us to follow Him:

- Just like Christmas, Easter, Advent, or Lent, stewardship is part of the life cycle of the parish. Stewardship should be an ongoing aspect of our religious traditions.
- As with all matters of faith, there are times when we respond positively, negatively, or not at all. We cannot let those who fail to respond, or who respond negatively, to discourage us from teaching stewardship.
- An annual renewal process is important for new members of the parish community.
- Through the annual renewal process, we show that stewardship is a way of life, not a one-time program.
- When parishioners begin to see that the parish is making a serious commitment to stewardship, gradually more and more parishioners begin to take stewardship seriously.
- Parishes that commit to annual renewal see a gradual increase in parishioner involvement and investment in the parish.
- Stewardship is an ongoing journey into a deeper faith and relationship with God.
- The annual renewal process regularly invites people to take one step closer to God.



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Parish Leadership Involvement

If a stewardship effort is to be successful, every leader of a parish ministry or activity must make sure that all new volunteers who express interest in participating are:

1. ***Contacted***
2. ***Welcomed***
3. ***Involved***

- Increasing participation takes all three steps and they must be done as soon as possible.
- Not responding immediately can lead to rejection and hurt feelings.
- Contact the new volunteers **immediately** even if you will not need their help for several months.
- Determine a deadline for all follow-up calls – possibly within two weeks after the lists have been distributed.
- Consider a commissioning service or Mass for all new volunteers sometime after the first of the year.

Contact New Volunteers

- Immediately call every person who has expressed an interest in participating in your group. If you have trouble reaching the person, leave a message on an answering machine. Make sure you leave a phone number where you can be reached.
- If the person does not call within two days, presume the message was lost and try again.
 - ▶ Always follow up with a written note which thanks new volunteers for their interest and tells them again what the next step will be – date, time and place, etc.

Welcome New Volunteers

- Always use nametags for everybody at meetings where newcomers are present.
- Make sure no one ever sits alone.
- Try to use tables rather than just chairs whenever possible. Tables are more welcoming. It is easier to see who is alone and easier to meet and talk to everyone at the table.
- Consider planning special refreshments or decorations to let new members know you consider it a real celebration that they have joined you.

Involve New Volunteers

- When recruiting members for committees or additional activities don't just ask the same people or pass around sign-up sheets. Have someone walk around after the meeting and personally ask newcomers if they are willing to sign up for something more.
- Make sure you let new volunteers do something worthwhile. No one wants to waste time sitting or standing around while experienced members do all the talking or all the work.
- Allow new volunteers to share their new ideas and suggestions. Every organization can benefit from new insights.
- If you are blessed with too many volunteers, add a new project or activity. Brainstorm with new and/or current members about what else your organization can do. Realize that if God sent the gifts to you, then God probably has some more work that He is calling you to do.



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Prayer Is The Cornerstone of Stewardship

In 2010, the stewardship focus was prayer. We should never stop having prayer as a cornerstone for any stewardship effort. When we pray, we are living as God's stewards by following His direction.

When encouraging parishioners to pray about their stewardship, invite them to spend time with God in the following ways: daily prayer, private prayer before the Eucharist, communal prayer at daily/weekly Mass and or reflective Scripture reading.

Highlight Opportunities for Eucharistic Adoration

- Introduce your PSR and day students to Eucharistic Adoration. Young people can be extremely receptive to the power of the Eucharist.
- If your parish has Perpetual Adoration, make this the "centerpiece" of all your ministries.
- If your parish does not have Perpetual Adoration, consider offering Eucharistic Adoration as some part of your stewardship effort – possibly every day from 8 a.m. – 8 p.m. during the week that parishioners are supposed to be reflecting about their stewardship commitment.

Work to Increase Mass Attendance

- Be creative in encouraging Mass attendance and attendance at school parent meetings or other parish organization meetings. Reminders about Mass times on outdoor signs and at sporting events are also effective.
- Those who are faithful to Sunday Mass attendance might now be ready to consider daily Mass attendance.
- Send a letter right after Labor Day to all families to encourage them to return to greater Mass attendance (now that the "lazy" days of summer are over).
- Look for more ways to involve children in your Masses: scout masses, sport team masses, youth choir, family gift bearers, greeters, etc.
- Design children's stewardship pledge cards for greater Mass attendance.



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Overcome Barriers to Participation

It's hard for people that frequently participate to understand why others don't feel the same joy. Be careful not to slip into an "us and them" attitude.

Consider the following roadblocks to participation:

- 52% of all Americans say they would rather give money than time
- 58% of those who work full-time say they would rather give money than time
- 54% of those who are retired say they would rather give money than time
- 94% of people say they feel shy in an unfamiliar situation
- Technology allows us to entertain and socialize without leaving our home. The desire to turn to our parish community for social needs has greatly diminished.
- Longer commutes and more demanding work schedules leave people with little time or energy for parish participation
- Americans between the ages of 35-54 are more likely to volunteer
- 23% of people over 45 would like to volunteer more, but do not

Here are a few actions which encourage participation

- **Strive for Excellence in Everything You Do**
 - ▶ Be respectful of everyone's time
 - ▶ Do not waste time with poorly planned meetings
 - ▶ One hour of volunteer time equals \$22.14
- **Always Be Welcoming!**
 - ▶ 94% of people are shy in new situations – make everyone feel welcome
 - ▶ Show extra encouragement, kindness, friendliness
 - ▶ Welcome everyone – new and current parishioners
- **Promote the Benefits of Community**
 - ▶ Explain the benefits received by those who participate
 - ▶ Active participants know they get more than they give. Talk to newcomers about the personal joy you feel from your involvement.
- **Engage Parishioners in a Vision**
 - ▶ It's important that all parishioners feel they have a voice in the matter
 - ▶ Listening sessions, surveys, and visioning processes lead to better participation
- **Target Those Looking for Involvement**
 - ▶ People 35-54 are more likely to volunteer
 - ▶ 23% of people over 45 want to volunteer more



Expand Participation Opportunities

Before you invite someone to dinner, you have to make sure there is a place at the table for them:

- Are you offering activities that match parishioner needs?
- Survey the parish – ask what needs are being met and which are not being met
- Are things being run the same way as 30 years ago?
- Do all activities revolve around the school only?

- **Is There Something For Everyone? Are there opportunities for:**
 - ▶ Homebound
 - ▶ Young adults
 - ▶ Older parishioners
 - ▶ Those without children
 - ▶ Those who want more social service type of activities
 - ▶ Those who want more faith enrichment activities

- **Are There Fresh New Offerings on Your Ministry List?**
 - ▶ If nothing new has been added for several years there is a good possibility the life of your parish is withering
 - ▶ Good stewardship means that we are constantly calling our parishioners to a new level of involvement
 - ▶ Consider new opportunities in the following areas:
 - ❖ Praying, Celebrating, Liturgy or Worship
 - ❖ Learning, Teaching, Christian Formation or Education
 - ❖ Supporting or Caring
 - ❖ Belonging, Connecting or Parish Life
 - ❖ Serving, Helping, Christian Service or Outreach
 - ❖ Guiding, Maintaining or Administration
 - ❖ Creating, Skills or Talents

- **Are You Open to New Ideas?**
 - ▶ Doing new and different things attracts new and different people
 - ▶ Include the word “Other” and a blank line on your intention card. This invites all parishioners to offer a special talent or idea that they might have



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- ▶ Consider a short pew survey or a survey of parish leaders. Asking one or two questions can generate a wealth of ideas:
 - ❖ What one thing could we do at our parish to make it better?
 - ❖ Is there a parish activity that you wish we had?
 - ❖ Do you feel that our parish does a good job of serving all parishioners? If no, what group do you feel needs more attention in our parish?
 - ❖ Does our parish do enough outreach to the poor and needy in our community? If no, is there a social justice activity you would like us to consider?
 - ❖ Does our parish offer enough opportunities for faith development? If no, what faith development activity would you like us to offer?
- ▶ While you may receive some ideas that are unrealistic, research shows that most people feel more positive about an organization that asks for their suggestions, even if the suggestions cannot all be implemented.



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The Annual Stewardship Report

The release of an Annual Stewardship Report is the first step in a successful stewardship process. **Do not confuse** an Annual Stewardship Report with an annual financial report.

- An **Annual Financial Report** is an official statement of the parish's financial position of revenues and expenses for the last year. While it is necessary to disclose this information every year, most parishioners don't find this to be inspirational.
- The **Annual Stewardship Report** includes the annual financial report and other information that inspires the parishioners, thus encouraging greater participation in the parish:
 - ▶ A letter of appreciation from the pastor.
 - ▶ The parish Mission Statement.
 - ▶ A list of parish statistics and fun facts. This helps parishioners see at a glance all that the parish accomplishes in a single year.
 - ▶ A summary of the highlights from the last year – including important parish events, improvements and accomplishments.
 - ▶ An Offertory report, including the number of households using envelopes and the number of households using on-line giving.
 - ▶ Information on the trends and realities that are contained in the annual **financial** report.
 - ▶ A listing of all parish ministries and an estimate of the number of parishioners involved in each ministry.
 - ▶ A listing of all parish fundraising activities, how much was raised and how the money was used. (This helps parishioners see that supporting a fundraising activity is often not the same as supporting the parish through Offertory.)
 - ▶ The names and contact information for parish staff or volunteers who can answer any questions about the report.

When Should You Release the Annual Stewardship Report?

- Release your report one week before the Stewardship Sunday activity begins.
- **Do not** distribute or mail your stewardship annual report **before Labor Day!** It will be lost or overlooked in all the activities that traditionally surround this time of the year.
- Some parishes have also found it helpful to create similar reports to distribute after all **Christmas and Easter** Masses. These reports – featuring more seasonal, welcoming and upcoming event messages and less financial data – can put valuable information into the hands of parishioners who only visit your parish once or twice a year.



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How Do You Create the Annual Stewardship Report?

Option 1

If you would like to have the report created for you using a template that complements all of the other Archdiocesan Stewardship Sunday materials, contact Joanie Lewis at Our Sunday Visitor at 1-800-348-2886, ext. 2137 or joanielewis@osv.com

The OSV Annual Stewardship Report is a very affordable, very attractive, four-page, four-color report. It includes all of the materials previously listed, plus full-color photos provided by your parish. Designed especially for parishes in the Archdiocese of St. Louis, its colors match the Archdiocesan stewardship materials.

Parishes simply send all of your information and pictures to OSV. Depending on your preference, within three or four weeks OSV will either ship the completed reports to you in bulk or mail them personally to all the parishioners on your mailing list.

Option 2

If you have the time and the talent within your parish community, you can create the report as a special annual project. Contact the Stewardship Education Department at 314-792-7215 or davidbaranowski@archstl.org for a sample template and more information.



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Parish Stewardship Mailing

Our stewardship goal is to have parishioners respond positively and commit to some level of stewardship. Here are some steps your parish can take to assist the parishioners with their reflection and response:

Send A Letter from the Pastor

It is essential that the pastor, as the spiritual leader, speak out on stewardship. One way is through a personal letter:

- Thank parishioners for their past generosity.
- Note the progress and accomplishments of the parish over the last year.
- Be specific in asking parishioners to review any other materials that might be included with the letter.
- Establish a sense of pride in the parish. (Consider a reference to the parish's strong history, the role stewardship has played in that history and the contributions the parish has made to the community.)
- Remind parishioners of the size of the parish, especially if the parish is growing. Sometimes we forget just what a major business operation a parish can be.
- Talk about your own feelings and experience as pastor.
- Ask parishioners to pray about how God may be calling them to participate in the parish and then to make a commitment by completing an intention card.

The importance of mailing a letter from the pastor includes:

- By mailing, you reinforce the idea that **this is important**
- By mailing, you are assured that the material does indeed **reach the home** and doesn't end up left in the pews or littering the parking lot
- By mailing, you also **reach parishioners who were not at Mass that weekend**

Include A Stewardship Brochure

- Brochures have been an effective tool for over 20 years and are used by the St. Louis Archdiocese and many other dioceses across the country

Use A Stewardship Commitment or Pledge Card

The Commitment Card gives parishioners an opportunity to make a real commitment to your parish. Depending on the needs and the goals of the parish, intention cards can include:

- An opportunity for parishioners to pledge more time with God through greater Mass attendance, daily prayer and spiritual reflection.



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- A list all the organizations, ministries and activities in which parishioners can participate.
- A place for parishioners to pledge a regular financial contribution to your parish.
- A space for parishioners to write any comments or suggestions they may have.
- One intention card can combine all of the above opportunities for commitment or separate intention cards can be used for prayer, participation and generosity pledges.

Ask for A Pledge

To let parishioners really see that you want them to complete and return the commitment card, you should ask for their pledge repeatedly. The recommended process includes:

- Have lay witness speakers talk at weekend Masses about the importance of all parishioners making a greater commitment or pledge to the parish.
- Have the celebrant reinforce this message by encouraging parishioners to talk about their pledge in the week ahead with God and with their families.
- Mail intention cards to all parishioners on Monday.
- Ask parishioners to return the cards in some form of collection or commitment ceremony at Mass the next weekend. Take time during Mass to bless the commitment cards and to thank God for the commitment that the parishioners are making.
- Remind those who may have forgotten their pledge card that they can fill out extra cards available in the pews or bring their pledge card from home the next week.



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Use Lay Witness Speakers

Many studies on stewardship have found that having a parishioner speak about his or her own stewardship journey is one of the most powerful ways to convert other parishioners to the stewardship way of life. To get the most from these lay witness talks, remember these points:

Give Careful Thought to Who Your Speakers Will Be

- **Pick new speakers every year.** If you keep using the same speakers the parishioners will begin to believe these are the only stewards in the parish.
- It may be helpful to have a different speaker at each Mass. This allows you to select speakers who can best address the unique character of each Mass.
- Your speaker should understand and embrace a stewardship way of life.
- Look for someone who has the style and experience to speak in front of a group.
- Your stewardship speaker should be someone who is recognizable as an active participant in the parish community. Lectors, choir members, ushers, Eucharistic ministers and leaders of parish organizations are good choices.
- Husband and wife teams can make excellent lay witnesses, especially when they talk of their own struggles to accept one another's beliefs about stewardship.

Plan to Get Extra Mileage from Your Talks

- Insert the full text of the talks in the bulletin the next weekend. If several speakers are speaking at different Masses, condense key excerpts from each talk and make it into an attractive flier to insert in your bulletin.
- Send a small booklet of the talks to all parishioners.
- If you are doing telephone or letter follow-up to those who did not return an intention card, include a copy of the talk, the pastor's stewardship homily and/or an excerpt sheet.
- Publish the full talk on your web site. Tell parishioners they can go there to check it out.
- Consider asking your lay witness speakers to talk at other parish events – such as a New Parishioner Welcome event, a Back-to-School night, or meetings of parish organizations.



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Festival of Ministries Suggestions

For many years a Festival of Ministries was considered the ultimate “Best Practice” for introducing parishioners to the many opportunities that exist in the parish for participation.

Plan Early and Thoroughly

- Get the leaders of your parish organizations involved with this project.
- If parishioners seem tired of Festivals, consider a different way to highlight your parish ministries and activities – *be creative*.
- Consider an accessible location, good food, activities for kids, prizes, interesting displays from organizations and any other activities that will entice your parishioners to attend.

Publicize, Publicize and Publicize!

- Get this date on your parishioners’ calendars early. Begin to publicize it in bulletins, outdoor signage, newsletters and on your website about two months in advance.
- Mail personal invitations to all new parishioners.
- Talk about it at parish meetings.
- If you have an email or phone system for broadcasting messages, use it for your Festival.

Actively Engage Those Who Attend

- Be sure those who are volunteering in ministry booths are prepared to reach out and engage any parishioners who seem interested.
- Have parish priests, staff and stewardship committee members “working the crowd.”

The Most Successful Festival of Ministries:

- Is usually called something else
- Is more “social” in nature and less “recruitment” driven
- Features good food and drink
- Involves children’s activities
- Offers attendance or raffle prizes (prizes should be “low cost” for parish, but “high value” to parishioners. For example, reserved parking for Christmas Mass)
- Is scheduled during the natural flow of parish life and not “forced”
- Changes/evolves every couple of years
- Incorporated with existing parish activities (parish picnic, fall festival)
- Suggestion: Have Mass in your parish gym (or large gathering area) where ministry tables can be set up and parishioners pass by when leaving Mass.



Ministry Catalog and Commitment Card

Whether you plan a Festival of Ministries or not, you should definitely produce a Ministry Catalog and Ministry Commitment Card. If you are having a Festival, the Ministry Catalog can be designed as a guide book to the Festival with parish activities and ministries arranged in the same order that they are laid out at the Festival. Even if you do not have a Festival, it is helpful if the Ministry Commitment Card is arranged in the same order as the ministries are arranged in the Ministry Catalog. Here are some other tips to keep in mind while planning and designing these two important stewardship resources for your parish.

Ministry Catalog

- Design your Ministry Catalog to be an open invitation to parishioners to participate in all aspects of parish life. List and explain all of the many ministries, organizations and activities that exist in the parish. For uniform style, have just one person write or edit the listings.
- Add a list of contact names, phone numbers and/or email addresses for every ministry. For easy updating, consider making this a separate insert in the catalog.
- Strive to make the Ministry Catalog a valuable reference tool for your parishioners by including other helpful information such as location of parish meeting rooms and contact numbers for parish staff.
- Consider adding a ****NEW**** icon before new ministry opportunities. This creates interest in the catalog and encourages parishioners to review it carefully each year. (You may want to create other icons for ministries that can be done at home, family activities, one-time only activities or other types of ministries that might have special appeal.)

Ministry Commitment Card

- Arrange the listings on your commitment card in categories that create interest - such as liturgical ministries, outreach to the needy, youth activities, parish care and maintenance, spiritual enrichment, etc. Headings such as these are more inviting than just an alphabetical list.
- Add special skills and talents that might be needed around the parish such as photography, graphic design, sewing, baking, carpentry, electrical work, etc.
- List a category called "Other" with a blank line. This invites parishioners to suggest other ways that they may be able to participate in the ministry of your parish.
- Add a few lines for "Suggestions." Research shows that people feel better about an organization that asks for suggestions, even if you cannot implement all of their ideas.



Creative Ways to Promote Participation

Parishioners may not participate because they are not paying attention to the ways in which you are reaching out to them. If you are trying to communicate to those who are not yet involved, you have to keep in mind that they just may not be paying attention to your regular ways of communication (e.g., they are not reading the weekly bulletin). You might want to try some new ways to highlight your ministry activities.

Also keep in mind that research shows that the more ways you highlight your ministries the greater chance that people will pay attention. So don't just replace one strategy for another. Keep adding new ways to highlight the opportunities for participation.

Use Modern Technology

- Use the same technology your parishioners use
- Use multiple forms of communication. One size does not fit all.
 - ▶ Print: bulletin, newsletter, annual report
 - ▶ Email
 - ▶ Website: Put printed material on your website
 - ▶ Social Media: Facebook, Twitter
 - ▶ Outdoor Signage: parish sign, signage at other parish events, sporting events

Start Parish "Want Ads"

- Some parishes have had success with monthly "classified" inserts into their bulletin.
- Write "Want Ads" in a unique and interesting way.
- People are more inclined to respond to a specific need than to a vague need. A sample want ad might read:

Help Wanted

Fifteen people are needed to provide Jesus with personal transportation each Sunday to visit one of our homebound parishioners. You will be given training as a minister of the Eucharist and a small sacred vessel to carry Our Lord to a handicapped or sick parishioner who is not able to come to church. This ministry requires less than an hour after Mass each Sunday yet provides incredible fulfillment and the opportunity to meet wonderful and inspiring individuals. Contact (Name) at (email and phone) for more information.

- Use all forms of communication, not just print.



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Highlight A Different Parish Activity Frequently

- Highlight a different activity each week
- An article about the activity in your bulletin or an 8½” x 11” “Activity Update” sheet inserted in your bulletin. (If using “Activity Update” sheets you can have them three-hole punched so parishioners can save them in a small binder.)
- A representative of the activity speaking briefly before or after Mass to educate parishioners about the ministry and invite them to participate.
- Sign-up information in the pews that can be completed and returned with the collection.
- A special intention for the work of this ministry in Prayers of the Faithful.
- An informational table outside of church or at a Hospitality event after the Masses.
- Develop a monthly lay witness program
 - ▶ Highlight a different ministry each month
 - ▶ Coordinate with monthly “Donut Sunday”
 - ▶ Have a different speaker at each Mass
 - ▶ Put talk on parish website
 - ▶ Video talk and put on website

Create A Ministry Video

- Create a video of all your parish organizations and groups
- Show video in a continuous loop at meetings
- Video could be shown at Mass
- Post on parish website
- Give CD to new parishioners

Publish Individual Ministry Brochures

- Individual tri-fold brochures could be created to highlight the different types of parish organizations and activities:
 - ▶ All liturgy activities
 - ▶ All special events
 - ▶ All charitable and social justice volunteer opportunities
 - ▶ All faith enrichment opportunities
 - ▶ All women’s activities
 - ▶ All men’s activities
 - ▶ All activities for children and/or teens
 - ▶ All advisory council roles
- If you plan twelve different categories you can insert a different brochure in the bulletin once a month for a full year
- Ministry brochures can also be displayed in the back of church, posted on your website, included in welcome baskets, or mailed to the homes with newsletters or other parish mailings.



Follow Up with Those Who Do NOT Respond

To show that your parish is serious about stewardship and that you truly are inviting all parishioners, it is important to follow up with those who do not respond or return an intention card.

The sooner you can follow up, the more effective your communication will be. Try to follow up the week immediately following the weekend when the intention cards were supposed to be returned to church:

Organize A Group of Volunteers to Make Follow-Up Phone Calls

- Generate a list of all parishioners
- Mark off those who returned cards and then have volunteers call those who did not return a card
- The purpose of the call is simply to tell the parishioner that the pastor has not yet seen their intention card and he was hoping they would take the time to review it, pray about it, and return it to the parish in the next week.
- It is okay to leave messages on answering machines
- Send a new intention card, if needed

Send A “We Missed You” Letter or Card

- A letter or card from the pastor – along with a second intention card – can be sent to all those who have not yet responded

Invite Those Who Did Not Respond to An Informational Meeting

- Parishes can schedule informational meetings for those who are reluctant to return stewardship intention cards
- Personal invitations from fellow parishioners are necessary, whether done in person, over the phone and/or via a personal note



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Follow Up with Those Who *DO* Respond

When a parish conducts an organized stewardship appeal it is absolutely essential that we follow up with those who responded. Two kinds of communication are necessary with those who responded:

1. **APPRECIATION** for the gifts they have offered to share – whether those are gifts of time, talent or treasure. This should come from the pastor!
2. **NEXT STEPS** for those who have indicated an interest in participating in some parish activity. This should come from the activity contact person.

Send Thank-You Letters to All Those Who Returned Commitment Cards

- Show your appreciation for their pledge
- Send a small token of appreciation – a stewardship magnet or prayer card

Make Public Announcements of Gratitude

- Not only do people need to be thanked personally, but they also need to be thanked publicly
- Publicly thanking those who participated reinforces your gratitude for their commitment and lets other parishioners see your appreciation
- Put a thank you in the bulletin, the pulpit announcement, and/or a notice on your outdoor sign
- Mention how many families participated and what percentage of the parish they represent

Have Organization Leaders Immediately Contact New Volunteers

- Immediately forward names of new volunteers to the appropriate contact person
- Contact person should immediately call the new volunteer



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Ways to Show Recognition and Appreciation

Good recognition and appreciation efforts are critical to expanding participation in your parish for two reasons.

1. Recognition and appreciation encourages those who participate to do more. They feel good and develop a deeper bond.
2. Recognition and appreciation shows those who are not actively participating that the parish values the gifts that parishioners give – gifts of time, talent or treasure. Newcomers and inactive members see the parish as a warm, grateful and friendly place in which they want to participate.

Gratitude is a cornerstone of any good stewardship effort. As individual stewards we are called to thank God for our gifts by sharing them generously. As a parish community we are also called to come together to thank God for the gifts that He has given us through the generosity and good stewardship of individual parishioners. The words of St. Paul can be a good inspiration for our appreciation efforts. ***“We give thanks to God always for all of you, remembering you in our prayers, unceasingly calling to mind your work of faith and labor of love...”*** - 1 Thessalonians 1:2-3

Personal Recognition

- A thank-you note from the pastor the first time a new parishioner uses his or her Offertory envelopes
- An annual letter from the pastor, thanking all parishioners for any contributions they have made in the last year. (These letters are typically sent in January.)
- A personal phone call from the pastor to recognize an extraordinary contribution, such as chairing an event or making a significant financial gift
- A thank-you note from a school child sent to all those who support the school through their financial contributions
- A follow-up email to report on progress as a result of a contribution
- An invitation to a private appreciation breakfast, lunch or dinner for those who have made significant contributions
- A small token gift of appreciation – such as a magnet, coffee mug or bookmark

General Public Recognition

- Thank-you messages delivered from the pulpit
- Remarks of gratitude and appreciation in the pastor’s column of the bulletin
- A letter of appreciation at the beginning of the Annual Report



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- An annual appreciation Mass and/or dinner for all parishioners
- Donors' and volunteers' names in a basket at the foot of the altar
- A thank-you message on the outdoor sign, such as "Thank you for all you do! Fr. Bob"

Specific Public Recognition

- A memorial plaque, wall or brick walkway, where donors names are inscribed
- Membership in a particular "Society," usually reserved for those who make planned gifts
- A listing of donors to a specific fund in an annual report
- Publishing the list of parishioners who volunteer as chairs of various activities and thanking them for their leadership



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Other Opportunities to Promote Participation

We must accept the reality that even though we are ready to invite, all parishioners are not yet ready to respond. ***But, we must keep inviting!*** We must make sure that when parishioners are in a good place to participate more fully – whether it is February, May or November – we are still there inviting and welcoming them:

Invite Them When You See Them

- Present stewardship at other parish meetings (will reach people who may not attend Mass)
- Distribute stewardship materials at other parish meetings
- Ask people to make pledge at other parish meetings
- Consider making stewardship presentations at the following:
 - ▶ Preparation meetings for Baptism, First Communion, Confirmation, marriage and RCIA
 - ▶ Meetings of major organizations such as Senior Citizens Group, Athletic Association, Men's Club, Ladies' Sodality and Home/School
 - ▶ Back to School nights for day school and PSR families

Be More Welcoming

In his book, ***Best Practices in Parish Stewardship***, Dr. Charles Zech reported that he found an increase in stewardship participation when a parish had four or more different welcoming events. **One welcome activity is not enough** to make parishioners feel welcomed. Consider the following:

- Greeters at all Masses
- An easy registration process, after Masses or at Doughnut Sundays
- A Welcome Visit to new families, where you share information about the parish
- A Welcome Reception with mailed invitations to all new families
- A Welcome Mentor Program, where an active parishioner or family contacts a new parishioner or family of similar age and background and offers to answer any questions or possibly accompany the newcomer to a parish event
- A Welcome Letter from the pastor thanking the family for joining the parish
- A scheduled visit from the pastor, where he blesses the home and presents the family with a small gift from the parish

Keep Ministry Information Readily Visible at All Times

- Prepare a "Stewardship" Center visible to everyone who enters your church
- Have stewardship materials available there
- Encourage all ministries to have information available
- Make pulpit announcements about the "Stewardship" Center



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Invite Children to Participate

Children love to receive their own mail.

- Develop a parish children's newsletter
- Send invitations to:
 - ▶ Children's liturgy at Mass
 - ▶ Open House at school
 - ▶ Fun parish events, like parish picnic, annual blessing of pets or Halloween party



Stewardship Communication Ideas

Today all of us receive thousands of communications messages every day that tempt us to **NOT** be good stewards. Advertising tempts us to spend more on ourselves and give less to others. Modern technology tempts us to waste time. Social standards tempt us to put all of our energy in having and doing all that we want. It is unrealistic to expect that a few stewardship messages once a year can provide parishioners with the encouragement they need to be better stewards and resist the endless temptations of society. Thus, for stewardship to grow in a parish we must continually communicate its message. Many ideas for effective communications have already been covered in the manual including:

- Releasing an Annual Stewardship Report
- Using Your Parish Website
- Sending a Letter from the Pastor
- Expanding Recognition and Appreciation

Other important communication strategies include:

Start a Stewardship Newsletter

- Research indicates that newsletters are the form of communication that donors most appreciate
- An effective stewardship newsletter should be mailed to the homes quarterly

Plan Christmas and Easter Stewardship Communication

- Many parishes have some special stewardship communication on Christmas or Easter Mass
- Options include a specially designed holiday card with parish information on the back, a Christmas or Easter newsletter, a stewardship prayer card or a flier about upcoming events

Have a Stewardship Column in Your Bulletin

- Every issue of your bulletin should include a stewardship column or corner
- Use the weekly stewardship reflection and Prayers for the Faithful on the Archdiocesan Stewardship website. Go to www.archstl.org/stewardship, and click on "Bulletin Inserts". These reflections can also be emailed quarterly to your bulletin editor. Email davidbaranowski@archstl.org to add a name to the distribution list.
- Include information on financial giving, highlights from a parish ministry, reflections from an active parishioner, questions about tithing and appreciation notes and other stewardship information.



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Host an Annual Informational Forum

- Plan to have an annual parish forum where parishioners can get detailed stewardship information about the parish budget, the accomplishments from the previous year, and the plans for the upcoming year.
- Have parish leaders give reports and allow parishioners to ask questions, participate in discussion groups and/or complete some simple survey questions. (Research shows that when an organization offers this kind of transparency, more people feel that the organization is very accountable, even if not a lot of people actually attend the event.)

Take Inventory of All Communications Options

- Take an inventory of existing forms of communication that could be used
- Are there existing newsletters for school or other organizations that could carry stewardship information?
- Are there meetings of organizations where a parish leader could talk about stewardship?
- Can the parish use email, neighborhood meetings and/or welcome events to reach out to more parishioners?
- Can you provide “take-home” information at heavily attended events, like sporting events or major fundraising events?



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Other Helpful Resources

U.S. Catholic Bishops' Pastoral Letter on Stewardship

Stewardship: A Disciple's Response, 10th Anniversary Edition of U.S. Catholic Bishops' Pastoral Letter on Stewardship. Published in 2002 by the U. S. Conference of Catholic Bishops. (Full text is available online in a .pdf file format at www.usccb.org/stewardship.)

Archdiocesan Stewardship Materials and Stewardship Mailings

- **Gabriel Group**
3190 Rider Trail South
Earth City, MO 63045
Linda Laurent
314-743-5720
Email: linda.laurent@gabrielgroup.com

Stewardship Annual Reports

- **Our Sunday Visitor**
Web: www.osvoffertory.com
Joanie Lewis
1-800-348-2886, ext.
Email: joanielewis@osv.com

Archdiocese of St. Louis Stewardship Website

- www.archstl.org/stewardship
 - ❖ Stewardship topics: electronic offertory, tithing, children's stewardship, etc.
 - ❖ Stewardship Training Manual
 - ❖ Stewardship webinar recordings
 - ❖ Current year marketing materials