2018 Parish Planning Guide
Stewardship Awareness Sunday
September 23, 2018

STEWARSHIP: SHARE THE JOY

Prayer

Participation

Generosity

ARCHDIOCESE OF ST. LOUIS
Office of Stewardship
How to Effectively Use The 2018 Stewardship Planning Guide

Thanks to everyone who has offered suggestions on how to organize this information, it is greatly appreciated!

Just as many of us are at different points on the path of Faith, so to it is for many parishes on their stewardship journey. Some parishes are just beginning, some are at an “intermediate” point and some are farther down the path in the “advanced” area.

This book is meant to be a reference guide for all parishes, regardless of what stage of stewardship formation your parish is in.

Here’s how the information is broken out:

2018 Stewardship Marketing and Educational Material

- From the introduction pages through page 6, this information highlights this year’s theme, stewardship training dates, marketing material ordering information and Archdiocesan resources.
- Everyone should read this section.

2018 Updates

- This section contains new observations, insights and best practices learned over the past year (since last year’s Planning Guide).
- This includes pages 7 to 26.
- Everyone should read this section.

Reference Material

- This is the bulk of the 2018 Planning Guide.
- This is material that has been presented in previous Planning Guides.
- There are sections listed as Prayer, Participation and Generosity. The information in those sections pertains to that specific “gift”.
- There is also information that doesn’t fit neatly into one of the sections mentioned above but is an important Stewardship concept. These are listed in alphabetical order after the sections on Prayer, Participation and Generosity.
- Depending on where your parish is at on the stewardship path, you may want to reference this information.
“*When we use our gifts in the way God intends, we experience true joy – a supernatural joy that others notice!*”

**Special thanks to the 2018 Stewardship Education Council**

Deacon Ken Clemens  
Mr. John Drabik  
Ms. Jeannette Hamann  
Ms. Jennifer Hill  
Rev. John Paul Hopping  
Ms. Ann Love  
Rev. James Mitulski  
Rev. Paul Niemann  
Mr. Jon Nienas

**For more information please contact:**

Dave Baranowski – Director of Stewardship Education  
20 Archbishop May Drive – St. Louis, MO  63119  
314.792.7215 – davidbaranowski@archstl.org

**Please Note:**

This printed version is meant to be a “guide” for the 2018 theme Stewardship: *Share the Joy*. It will highlight information specifically for this year’s theme.

The entire 2018 Parish Planning Manual for stewardship can be found on the Archdiocese of St. Louis Stewardship website @ [www.archstl.org/stewardship](http://www.archstl.org/stewardship) under *Annual Stewardship Education and Marketing Materials 2018*.

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.

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2018 Parish Planning Guide

2018 Stewardship Marketing and Educational Material

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Dave Baranowski – 314.792.7215 – davidbaranowski@archstl.org
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Welcome to Stewardship Awareness Sunday – 2018

ON SUNDAY, SEPTEMBER 23, 2018, PARISHES THROUGHOUT THE ARCHDIOCESE OF ST. LOUIS WILL CELEBRATE OUR 18TH STEWARDSHIP AWARENESS SUNDAY!

Stewardship Awareness Sunday Highlights include:

- All participating parishes are united in teaching a central stewardship message: Share the Joy.
- This year’s theme incorporates Archbishop Carlson’s recent Pastoral Letter “Our Joyful Encounter with the Lord”.
- Parishes can distribute stewardship brochures, letters, covenant cards, prayer cards and annual reports highlighting the “Share the Joy” 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 “Share the Joy” 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.
- Parish efforts will be supported by Archdiocesan wide marketing in the St. Louis Review and Catholic St. Louis Magazine.

MARK YOUR CALENDAR!

Begin your planning now!

JULY 20
Deadline for ordering all parish stewardship materials: brochures, covenant cards and prayer cards

JULY 16 - 19
Parish Stewardship Training:
7/16 – St. Norbert @ 7:00 PM
7/17 – Assumption – O’Fallon @ 7:00 PM
7/18 – St. Francis Borgia @ 7:00PM
7/19 – Cardinal Rigali Center @ 7:00PM

AUGUST 20 - 23
Lay Witness Speaker Training:
8/20 – St. Sabina @ 7:00 PM
8/21 – Immaculate Conception – Dardenne @ 7:00 PM
8/22 – Cardinal Rigali Center @ 7:00 PM
8/23 – Our Lady of Lourdes – Washington @ 7:00 PM

SEPTEMBER 23
Stewardship Awareness Sunday

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

Dave Baranowski – 314.792.7215 – davidbaranowski@archstl.org
The 2018 Stewardship – Share the Joy 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 2018 theme: Share the Joy.

Parish orders are due by Friday, July 20, 2018

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

<table>
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<tr>
<th>ITEM</th>
<th>COST</th>
<th>SIZE</th>
<th>BENEFIT/DESCRIPTION</th>
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</table>
| 1. Brochure                       | $0.12     | 3.75” x 8.5” (3-panel fold) | • Introduces stewardship theme  
• Provides inspirational material for reflection  
• Provides “giving” guideline  
• Available in English and Spanish                                                              |
| 2. Prayer Card                    | $0.05     | 2.5” x 4.25”          | • Features daily Stewardship reflection                                                                                                                |
| 3. Annual Report*                 | (Depends on Quantity) $0.33 - $0.69 each Plus Postage | 8.5” x 11”  
|                                   |           |                       | • 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”            | • Available at archstl.org/stewardship                                                                                                                |
| 5. Stewardship Covenant Card*     | Depends on Quantity | 3.5” x 8.75” (3-panel fold) | • 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                   | • 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”             | • Two large Posters will be mailed to each parish in August                                                                                           |
| 8. Foreign Language Stewardship Hand-Out* | No Cost | 8½” x 11”             | • 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”             | • 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                   | • Available on stewardship website                                                                                                                    |

*Available on stewardship website – Annual Stewardship Educational & Marketing Materials 2018

Dave Baranowski – 314.792.7215 – davidbaranowski@archstl.org
Parish Stewardship Renewal 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. Pray your parish Stewardship Prayer each Sunday Mass during your parish stewardship renewal.

- **Announce Coming Stewardship Events – September 8-9**
  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 10-14**
  Send each parishioner a cover letter from the pastor, a stewardship brochure, a stewardship covenant card and the annual parish stewardship report.

- **Review the Annual Parish Stewardship Report – September 15-16**
  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 22-23**
  Your parish priest(s) give a Stewardship homily.

- **Lay Witness Talks – September 29-30**
  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 6-7**
  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 8–12**
  Parishioners should be asked to spend time in prayer, reflection and discussion with their family members regarding their stewardship covenant.

- **Stewardship Covenant Sunday – October 13-14**
  Encourage parishioners to complete and return covenant 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 covenant. The most effective way to collect covenant cards is allowing time at Mass to complete the cards with a special collection ceremony during Mass.

- **Follow-Up – October 15-19**
  If a parishioner does not return a covenant 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 15 and ongoing**
  All parishioners who return covenant 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 23rd 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.

Dave Baranowski – 314.792.7215 – davidbaranowski@archstl.org
Stewardship Resources

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

2018 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](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/stewardship-prayers](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
## Archdiocese of St. Louis Resources

<table>
<thead>
<tr>
<th>Department</th>
<th>Contact</th>
<th>Email</th>
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<tr>
<td>Archives</td>
<td>Hotline</td>
<td><a href="mailto:archives@archstl.org">archives@archstl.org</a></td>
<td>314.792.7020</td>
</tr>
<tr>
<td>Building &amp; Real Estate</td>
<td>Cheryl Harness</td>
<td><a href="mailto:cherylharness@archstl.org">cherylharness@archstl.org</a></td>
<td>314.792.7087</td>
</tr>
<tr>
<td>Central Purchasing</td>
<td>Mark Weaver</td>
<td><a href="mailto:markweaver@archstl.org">markweaver@archstl.org</a></td>
<td>314.792.7067</td>
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<tr>
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<tr>
<td>Finance</td>
<td>Marilisa Heiderscheid</td>
<td><a href="mailto:mheiders@archstl.org">mheiders@archstl.org</a></td>
<td>314.792.7127</td>
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<tr>
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<td>Benefits</td>
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<td>314.792.7546</td>
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<tr>
<td>Information Technology</td>
<td>Help Desk</td>
<td><a href="mailto:adchelp@archstl.org">adchelp@archstl.org</a></td>
<td>314.792.7593</td>
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<tr>
<td>Internal Audit</td>
<td>Mike Duffy</td>
<td><a href="mailto:mduffy@archstl.org">mduffy@archstl.org</a></td>
<td>314.792.7133</td>
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<tr>
<td>Legal</td>
<td>Tom Buckley</td>
<td><a href="mailto:tombuckley@archstl.org">tombuckley@archstl.org</a></td>
<td>314.792.7075</td>
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<tr>
<td>Parish Support</td>
<td>Sally Serbus</td>
<td><a href="mailto:sallyserbus@archstl.org">sallyserbus@archstl.org</a></td>
<td>314.792.7716</td>
</tr>
<tr>
<td>Sacred Worship</td>
<td>Hotline</td>
<td><a href="mailto:worship@archstl.org">worship@archstl.org</a></td>
<td>314.792.7231</td>
</tr>
<tr>
<td>The Roman Catholic Foundation of</td>
<td>Michael Weisbrod</td>
<td><a href="mailto:michael.weisbrod@rcfstl.org">michael.weisbrod@rcfstl.org</a></td>
<td>314.918.2893</td>
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<td>Eastern Missouri (rcfstl.org) -</td>
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<td>Planned Giving &amp; Legacy Planning</td>
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<td>Seminars</td>
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Dave Baranowski – 314.792.7215 – davidbaranowski@archstl.org

Annual Catholic Appeal
Build My Church

5
# STEWARDSHIP – SHARE THE JOY

**STEWARDSHIP: “SHARE YOUR FAITH” 2018 Stewardship Education Calendar**

<table>
<thead>
<tr>
<th>DATE</th>
<th>EVENT</th>
<th>LOCATION</th>
<th>TIME</th>
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</thead>
<tbody>
<tr>
<td>January 9</td>
<td>Webinar: From Gossip to Greatness in a Parish Community</td>
<td>Your Computer</td>
<td>1:00 PM</td>
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<tr>
<td>January 17</td>
<td>Kenrick Glennon Seminary – Stewardship Workshop</td>
<td>Kenrick-Glennon Seminary</td>
<td>9:00 AM</td>
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<tr>
<td>February 13</td>
<td>Webinar: Painless Parish Stewardship</td>
<td>Your Computer</td>
<td>1:00 PM</td>
</tr>
<tr>
<td>February 27</td>
<td>Stewardship Evening with Archbishop Carlson</td>
<td>Cardinal Rigali Center</td>
<td>7:00 PM</td>
</tr>
<tr>
<td>March 13</td>
<td>Webinar: Creating Stewardship Culture in Catholic Schools</td>
<td>Your Computer</td>
<td>1:00 PM</td>
</tr>
<tr>
<td>March 13</td>
<td>Our Sunday Visitor Annual Seminar</td>
<td>Cardinal Rigali Center</td>
<td>1:00 PM</td>
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<tr>
<td>March 14</td>
<td>Our Sunday Visitor Annual Seminar</td>
<td>Cardinal Rigali Center</td>
<td>9:00 AM</td>
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<tr>
<td>April 10</td>
<td>Webinar: Examine Missed Growth Opportunities</td>
<td>Your Computer</td>
<td>1:00 PM</td>
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<tr>
<td>May 8</td>
<td>Webinar: Is Your Parish Ready to Grow Young?</td>
<td>Your Computer</td>
<td>1:00 PM</td>
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<td>May 16</td>
<td>Liturgical Publication Seminar: Becoming the Body of Christ</td>
<td>Cardinal Rigali Center</td>
<td>9:00 AM</td>
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<td>May 16</td>
<td>Liturgical Publication Seminar: Becoming the Body of Christ</td>
<td>Cardinal Rigali Center</td>
<td>1:00 PM</td>
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<td>June 4</td>
<td>Parish Mailing: Order Form, Manual &amp; Pastor Letter</td>
<td>Your Parish</td>
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<td>June 4–Jul 20</td>
<td>Order Window for Parish Stewardship Material</td>
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<td>June 12</td>
<td>Webinar: Companion Ministries</td>
<td>Your Computer</td>
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<td>July 10</td>
<td>Webinar: Engaging Parishioners in Your Mission</td>
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<td>July 16</td>
<td>Parish Stewardship Training Night</td>
<td>St. Norbert</td>
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<td>July 17</td>
<td>Parish Stewardship Training Night</td>
<td>Assumption – O’Fallon</td>
<td>7:00 PM</td>
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<td>July 18</td>
<td>Parish Stewardship Training Night</td>
<td>St. Francis Borgia</td>
<td>7:00 PM</td>
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<td>July 19</td>
<td>Parish Stewardship Training Night</td>
<td>Cardinal Rigali Center</td>
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<td>July 20</td>
<td>Parish Stewardship Material Orders Due</td>
<td>Stewardship Office</td>
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<td>August 3</td>
<td>Our Sunday Visitor Stewardship Report Info Due</td>
<td>Our Sunday Visitor</td>
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<td>August 6</td>
<td>Parish Stewardship Poster Mailing</td>
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<td>August 14</td>
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<td>Immaculate Conception - Dardenne</td>
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<td>August 23</td>
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<td>September 11</td>
<td>Webinar: Using Parish Surveys and Assessments</td>
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<td>September 21</td>
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<td>October 9</td>
<td>Webinar: Saying No to Say Yes</td>
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<td>October 28 - 31</td>
<td>ICSC Stewardship Conference</td>
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<td>November 13</td>
<td>Webinar: Stewardship Basics</td>
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<td>December 3</td>
<td>Receive Annual Parish Stewardship Survey</td>
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<tr>
<td>December 11</td>
<td>Webinar: Share Your Faith Story</td>
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Stewardship Alive! e-Newsletter sent via email. Contact Dave Baranowski at davidbaranowski@archstl.org to subscribe. Webinars are posted on Stewardship website and available to view 24/7.

Dave Baranowski – 314.792.7215 – davidbaranowski@archstl.org
NEW UPDATES FOR 2018

Stewardship: Our Joyful Encounter with the Lord

In the summer of 2017, U.S. bishops and diocesan leaders gathered together to discuss the need for urgent renewal. Archbishop Carlson, inspired by Pope Francis’ exhortation “The Joy of the Gospel”, wrote a pastoral letter called “Our Joyful Encounter with the Lord”.

This letter was the inspiration for the 2018 Stewardship theme “Share the Joy”. Below are excerpts from “Our Joyful Encounter with the Lord”:

- We need to create room in our hearts and let Jesus do the rest.
- When we encounter Jesus, we can transform the world.
- Pope Francis said, “The joy of evangelizing always arises from grateful remembrance.”
- How we respond to others in their need for mercy, healing and reconciliation becomes the core of our discipleship.
- Saints challenge and encourage us; they give us example of how to live our lives.
- Constantly give witness to God in our deeds and words.

The link to the entire letter can also be found on the Archdiocesan Stewardship website at archstl.org/stewardship.

This information is excellent subject matter for future homilies and religious education opportunities in your parish (post excerpts in your bulletin, website and other forms of parish communication).

It is highly encouraged that your pastor, priests, deacons, parish stewardship committee and other parish lay ministry leaders familiarize themselves with the concepts in this pastoral letter. This should be required reading for all. Also, use this as a training guide for future priests and lay leaders.
Books for Reference

In addition to the pastoral letter “Stewardship: A Disciple’s Response”, the Bible and the Catechism of the Catholic Church, here are some other good stewardship-related books to read:

- **Embracing a Generous Life** – Bishop Robert Morreau (Diocese of Green Bay WI)
- **How to Read the Apocalypse** – Jean-Pierre Prevost
- **If You Want to Walk on Water You’ve Got to Get Out of the Boat** – John Ortberg
- **Nudging Conversions: A Practical Guide to Bringing Those You Love Back to the Church** – Carrie Gress
- **Render Unto Caesar: Serving the Nation by Living Our Catholic Beliefs in Political Life** – Archbishop Charles Chaput (Archdiocese of Philadelphia PA)
- **Resisting Happiness** – Matthew Kelly
- **Strangers in a Strange Land: Living the Catholic Faith in a Post-Christian World** – Archbishop Charles Chaput (Archdiocese of Philadelphia PA)
- **The Better Pastor** – Patrick Lencioni
- **The Discernment of Spirits: An Ignatian Guide to Everyday Living** – Fr. Timothy Gallagher
Evangelization

Think about this - we all are evangelizers of our Faith, whether we know it or not.

The problem is many of us may be evangelizing the wrong way. If we say we are Catholic, but our family and friends don’t see that in the way that we live, we could actually be “de-evangelizing.” We may be moving people away from the Church!

One of the best ways to evangelize is to use our gifts in the way that God intended. Unfortunately, many people don’t know what their gifts are to help build the Church.

When we can help people align their thoughts and actions with God’s plan for them, the result is Joy. And not just regular Joy, but Supernatural Joy – Joy that is infused by God!

People are attracted to Joyful people! Let’s discern what our spiritual gifts are to find the right ministry and become the Joyful people that God planned for us!

There are a couple of tools that are available: Spiritual Gifts Inventory (contact Jane Guenther at JaneGuenter@archstl.org) and the Gallup Strengths Finder (Catholic version called “Living Your Strengths”).
Evangelization Resources

Programs:
1. Parish Missionary Disciples- 10-month evangelization program for parishes
2. Reborn- Baptismal preparation program for parents and godparents, led by priests or catechists
3. Pivotal Players DVD Series for faith sharing groups
4. Men’s Ministry Groups- That Man is You is one of the best programs for this
5. “Word of Mouth”- evangelization podcast on ArchStl account of soundcloud
6. St. Paul Street Evangelization Team- ministers near the Old Cathedral every other month
7. Parish workshops- basic evangelization techniques, hospitality, and personal testimony
8. Formed.org- numerous Catholic resources for parishes for only $1500/year

Books and Booklets:
1. The Four Signs of a Dynamic Catholic
2. The Joy of the Gospel
3. Rediscover Jesus
4. The Ultimate Relationship *N.B. Many more available, just call*

Outreach:
1. Evangelization Tips available on our site (archstl.org/evangelization) for quick weekly practical advice on evangelization
2. Dynamic Catholic Alive bulletin blurbs for every Sunday of the year
3. Parish council meetings and Stewardship meetings

Contact:
Michael Horn, Evangelization Coordinator
314.792.7178 michaelhorn@archstl.org


Dave Baranowski – 314.792.7215 – davidbaranowski@archstl.org
Faith Sharing Tips

• Don’t be afraid that you can’t quote Scripture or you don’t have the Catechism rememorized in order to share your faith.
• Most people have a wonderful, beautiful story to share about their faith.
• No one knows about your relationship with God better than you.
• Whether you are introverted or extroverted, we all have relationships with people, we all talk to other people. Don’t let being introverted be an excuse for you not to share your faith.
• Remember, Jesus spoke to thousands of people on occasions, He spoke to hundreds of people on more occasions, but the vast majority of His ministry was talking to very small groups or to people one-on-one. He should follow Jesus’ example!
• Jesus said this in the Gospel of Matthew, “Everyone who acknowledges me before others, I will acknowledge before my heavenly Father.”

1) **Pray**
- Talk and most importantly, **listen**, to how God is calling you to use your gifts.
- The emphasis is on **listening**, not talking.
- Listening in silence, every day.
- How else will you know how God wants you to use your gifts unless you seek His counsel and advice every day?

2) **Discern What Your Gifts Are**
- When people use their God-given gifts in the way that God intended, God will give you Peace & Joy and not just regular joy, but Supernatural Joy – Joy that is infused by God!
- When we align our thoughts and actions with God’s plan for us, we are taking an active role in God’s Salvation plan - this brings Joy to God!
- People are attracted to joyful people.
- People are attracted to people giving their authentic, joyful witness.
- To become joyful, use your gifts in the way God planned for you, not necessarily the way you planned for yourself.
- Discern what your gifts are and use them in the way God intended.
- Using your gifts in the way God intended is the best way to share your faith and to evangelize.
- Gift Discernment Tools – Spiritual Gifts Inventory (by Jane Guenther from the Catholic Renewal Center) and the Gallup “Living Your Strengths” Program.
3) **Share Your Faith Story**
- Everyone loves a good story.
- No one knows your faith story, your relationship with God, better than you do.
- When people ask you about our relationship with God, it’s easy to talk about because it’s the truth; it is something that you are experiencing.
- By sharing your own story, people can relate to it because we all have similar issues and questions.
- By sharing your own story, it can “dis-arm” the hardest critic because it’s your story, you are not debating interpretation on Catholic Church teaching.
- St. Augustine said, “The truth is like a lion; you don’t have to defend it. Let it loose; it will defend itself.”
- The truth, this is the power behind your story.
- Develop a five minute version of your story in case you are asked to speak to your parish.
- Also, develop a thirty second version so that when you are standing in line at the grocery store and the opportunity arises, you are prepared.

4) **Start With Those People Closest To You**
- Many people think that to evangelize you have to go out and knock on stranger’s doors.
- Quite frankly, this is a scary proposition for most people and will scare them away.
- Instead, start with the people you know.
- Start with the people registered in your parish that don’t attend Mass.
- To narrow it down even further, start with your own family and friends.
- Talk to your spouse, your children and your neighbors.
- Start with the people who are closest to you.
- Start with the people in your circle of influence.
- Just think if all regular Church-goers could bring just one more person to Mass.

5) **Personally Invite People to Participate**
- Don’t assume people don’t want to participate; many times we forget to ask them.
- A personal, one-on-one invitation is the best way to ask someone to participate; avoid the general announcement “cattle call”.
- Personally invite people back to Mass, to participate in a parish ministry and to give generously to support the parish mission.
- We need to change the mind-set for many parish ministry leaders.
- We need to remind them that their primary role is to bring people to God, regardless of what ministry they are in.
- We need to train parish ministry leaders to better at faith-sharing and make this a standard part of ministry meetings.
- Regardless of what ministry you are involved in, “sharing your faith” is the absolute “best practice” any of us can do.

6) **Learn the Catholic Faith**
- Join a prayer group or faith formation group with people that know more than you.
- Read the Catechism of the Catholic Church and the Holy Bible every day.
- Read about the lives of saints, they are great examples for us to follow.
- Learn from someone who knows the social, economic and physical landscape in the Scripture Readings, it will give you more clarity and understanding of the Bible.
- As you grow in faith, your desire to learn more about the faith will grow.

- Be sure you are giving glory to God and not to yourself.
- If asked to speak, be careful not to list your resume of ministry experience, it may scare people off or come across as bragging.
- People are looking for someone to talk to about God. Here are some “ice-breakers” that may make someone more comfortable approaching you:
  - When talking about faith, include personal details like what parish you belong to, what grade school or high school you attended, where you work, places you have gone on retreat. This helps develop a common bond with someone if they have those same things.
  - Wear your Catholic shirts and apparel when out in the public (not just at parish events or CYC games). You’ll be surprised what a conversation starter these are for people.
  - Put a statue of Mary or another saint in your front yard. Again, you’ll be surprised at the conversations this will start.
  - When traveling on a plane, carry a Catholic book with you and read on the plane. This is another great conversation starter.
  - Bottom-line: be proactive in starting conversations with people that are willing.

**Summary**
Clearly, concisely with authenticity and joy explain:
- What was my life like before conversion of heart?
- What happened that changed my life?
- What is my life like now?
Generosity Update

Here are new updates to the Gift of Generosity section listed in the Reference Section of this manual:

- **Electronic Offertory**
  - Church Budget has been added to the list of approved Archdiocesan suppliers.
  - Contact Renee Roland at 877-393-3330 (x531) or info@myEoffering.com.
  - 102 of the 179 parishes use one of the five approved suppliers.
  - Our Sunday Visitor has an on-line app available for electronic offertory.

- **Giving**
  - Helps people both physically and spiritually.
  - People that give money on a regular basis typically are happier and live longer.

- **My Catholic Giving Guide**
  - An editable version is available. Please contact Dave Baranowski for the file.

- **Quotes**
  - “The money I take out of my wallet and place in the collection basket belongs to God, but so does the rest of the money that goes back into my pocket.” Tracy Earl Welliver
  - “What do you own and what owns you?” Archbishop Thomas Murphy

- **Tithing**
  - Why don’t people tithe anymore? Because we don’t ask them!
  - We need to talk about tithing more in our parishes.
  - Only 5% of people nationally tithe (which means gives 10%).

- **Thank You**
  - Send year-end statements to all parishioners and have the pastor add a personal note for contributors above certain level.
Nurturing Gratitude

The following information was written by Mark Mogilka (one of the Our Sunday Visitor Stewardship Webinar Presenters) and he has given us permission to reprint. (Thanks Mark).

- Gratitude starts when you recognize you received a gift.
- Many people are presented gifts but they don’t open their hearts to receive them.
- Cicero (Roman lawyer and orator) said this about gratitude – “Gratitude is not only the greatest virtue, but is the parent of all other virtues.”
- Gratitude is a choice:
  - Grateful people see the blessings and give thanks.
  - Ungrateful people take things for granted.
- Lack of gratitude:
  - Leads to unhappiness.
  - “If not grateful, then no matter how much we have, we will always want something else or something more.” Brother David Steindl-Rast
- Gratefulness does not mean be a “Pollyanna” (everything will be OK):
  - In the face of difficulty, what can I learn?
  - What is God trying to teach me through this?
  - There are people that would love to have your bad days.
  - We are grateful for the trials and tribulations as well as the successes.
- According to Dr. Robert Emmons, leading scientific expert on gratitude, improves:
  - Personality
  - Health
  - Emotional
  - Social
  - Career
  - Overall Joy & Happiness
- Grateful people:
  - Sleep better
  - Lower blood pressure
  - Less fat intake
  - Strengthen immune system
  - Healthier hearts
  - Slower aging of brain
  - Exercise more
  - Higher energy level
• Grateful people have more confidence in relationships – help see the goodness in people, not just the bad, helps us grow.
• Grateful people share.
• Cultivating gratitude:
  - Keep a Gratitude Journal
  - Express Gratitude: write notes and random acts of kindness
  - Develop Daily Prayer Process
Parish Communication Update

Here are new updates to the Parish Communication section in the Reference Section of the manual:

- **Bulletin – Ministry Spotlight Form**
  - A great way to highlight each parish ministry.
  - Add to weekly bulletin, website or other parish communication.
  - See next page for an example. (Form available on stewardship website).

- **Covenant Radio Network (EWTN)**
  - Located at 4423 Hampton Ave., St. Louis MO, 63109
  - In St. Louis: 1080 AM or 1460 AM
  - Media Missionaries: St. Louis parishes are encouraged to have parish representatives as “media missionaries”:
    1) Encourage people to listen to Catholic radio.
    2) Access to free faith-related resources for your parish
  - Contact Tony Holman (Covenant Radio Network): tony@covenantnet.net
    (or)
  - Contact Christine Schicker (EWTN): cschicker@ewtn.com

- **Local Business Marquees/Signs**
  - Check with local businesses (especially banks) to advertise parish events on their marquees or electronic signs. Many are glad to do it and it’s usually free!
Parish Ministry Name:

Purpose:

Ministry Activities:

Meeting Time/Location:

Contact Information:
Parish Ministry Leadership

Do you live your life for the glory of God’s name or do you do it for the glory of your name? One of the major reasons why people don’t participate in parish ministry is because of the attitude of certain parish ministry leaders.

Parish Ministry Leadership
- Sometimes, if a person is a ministry lead for too long of a time, unknowingly, over time, the ministry starts to become the agenda of the person leading the ministry and not the agenda of the parish.
- People bring new ideas to the leader but they are rejected:
  - “That’s not how we do things around here.”
  - “We did that ten years ago and it didn’t work.”
- Or, do you know parish ministry leaders like this...
  - You lead the Parish Athletic Association and think your main goal is to teach the kids sportsmanship, how to play the game and to win championships.
  - You lead the Parish Fish Fry you and think your main goal is to sell as many plates of fish as you can to raise as much money as you can.
- Well, unfortunately, if you think this way, you’ve missed the point of ministry.

Change the Perception of Parish Ministry Leadership
- The main goal of all parish ministry is to bring people to God, whether it’s through athletics or selling fish.
- We need to change to perspective of what parish ministry leadership is about!
- We need to focus on bringing people back to God.

Change the Culture of Parish Ministry Meetings
- How are your monthly parish ministry meetings run?
- Do you start your meeting by praying the “ten second” Our Father that you speed through?
- Are you rushing through the agenda because you’re worried about the “busyness” of whatever the ministry does and we have to cover everything in one hour?
- We need to remember that part of the people we are bringing to God are the people at the ministry meeting!
- We need to spiritually feed the people that are part of the ministry as well.
Suggestions on Changing the Culture

1) Make faith formation a priority. At the start of each meeting:
   - Try a different prayer or a different style of prayer like Lectio Devina (Divine Reading), the Rosary or Scripture Readings.
   - Try doing faith sharing opportunities to give people examples of how to do it.
   - For example, say “Has anyone had a faith sharing experience they would like to share” since our last meeting...
   - When we invite the Holy Spirit to be part of our meeting, He will make sure everything that needs to get done gets done.

2) Invite the members of the ministry to attend Sunday Mass.
   - This is one of the most important things we can do.
   - For example, Say something like “My wife and I go to 9 o’clock Mass every week. Please join us and we’ll grab some breakfast afterwards.”
   - Make sure we are giving a personal invitation to go to Mass.

Parish Ministry Leadership Summary

- We need to be examples of faithful prayer – if we pray, others will pray.
- We need to be examples of joyful ministry – joy attracts others.
- We need to be examples of generous giving – for our parish and other Church and charitable needs.
- Don’t assume people do not want to participate, many times they are waiting to be asked! Personal invitation is the best way.
- Prayer is the key to being good stewards of our gifts - talking and listening to how God wants us to use our gifts.
- We have to reverse the thinking that we go to Mass in order to see what God can do for us. It’s the other way around, we go to Mass to see what we can do for God!
Parish Ministry Participation

- We know when we are using our God-given gifts in the way God intended because we feel Peace and Joy. We are the happiest at those times.
- If you are unhappy in a parish ministry, maybe you are in the wrong ministry. You should not be worried, bored or obligated, you should feel excited and energetic!
- Sometimes saying “no” to participate in parish ministry leads to better “yes’s”.

Ministry Participation Follow-Up Opportunities

- After you collect Covenant Cards during your annual parish Stewardship Renewal contact any potential new volunteers immediately. The sooner the better (within one week of receiving the Covenant Cards). This makes people feel like you value them and want them to join the ministry. Not following up immediately after Covenant Card week-end is one of the biggest problems most parishes do (and then wonder why no one wants to participate).
- After RCIA candidates have been brought into the Church, people are excited about their faith and are looking to see how they can become active in their parish. Be sure to invite them, it makes them feel welcomed to the parish.
- After a retreat many people are “on fire” for Christ and are thinking about how they can do more, follow-up with them on parish ministry opportunities.

Amazing Parish

- A new program that helps the pastor form a management team that helps with parish strategic planning and implementation.
- Helps parishioners take more “ownership” in the parish (and not use the excuse that they are waiting on the pastor to make a decision).
- Go to their website at amazingparish.org for more information.

Expectations

- When fellow parishioners join a ministry let them know that there are expectations on them to be a vital, contributing member of the ministry.
- Our faith grows and matures when we keep our covenant with God, and with each other. We need to hold each other accountable.
- “Iron is sharpened by iron; one person sharpens another.” Proverbs 28:17

Quotes (Tracy Earl Welliver)

- “Too often we forget that the activities of parish stewardship exist only to lead us into a way of living. Every Sunday is Commitment Sunday.”
- “The call of Jesus Christ often disrupts our routines, changes our expectations and pulls us out of our comfort zone.”

Dave Baranowski – 314.792.7215 – davidbaranowski@archstl.org
Parish Stewardship Best Practices

Many parishes have developed “best practices” over time. Instead of “reinventing the wheel”, it’s recommended to try things that already work!

We have developed a new section on the Archdiocesan Stewardship website listing many parish best practices. The list is always being updated with new ideas. Please forward your parish best practices to Dave Baranowski to add to the list.

To access the list, go to archstl.org/stewardship.

Here is the list of topics:
- Advent & Christmas Invitations
- Annual Parish Ministry Leadership Meeting
- Annual Parish Stewardship Plan
- Annual Parish Stewardship Report
- Appreciation Events
- Appreciation T-Shirts
- Back to School Mass
- Catholic School Week
- Children’s Offertory Envelopes
- Children’s Stewardship Activities
- Children’s “Tithing” Mass
- Christmas Generosity
- Christmas Gifts
- Dave Ramsey Financial Peace University
- Electronic Offertory
- Encourage Greater Mass Attendance
- Festival of Ministries
- Gift Discernment
- Grade School Parent Covenant Card
- High School Participation
- Lay Witness Speakers
- Lenten Gifts
- Mass in the Grass
- Mortgage Burning Party
- My Catholic Giving Guide
- Newsletter
- Offertory
• On-line Covenant Cards
• Parish Communication
• Parish Graduating High School Senior Letter
• Parish Marketing
• Parish Ministry Leader Handbook
• Parish Ministry Leader Time of Reflection
• Parish Ministry Promotion
• Parish Prayer Cards
• Parish Resource Guide
• Parish Service Day
• Parish Sports Team Mass
• Parish Stewardship Prayer
• Parish Tithing Committee
• Planned Giving
• Promote Vocations
• Remembrance Garden
• Retreat
• Sister Parish Relationships
• Stations of the Cross
• Stewardship Bulletin Updates
• Stewardship Committee
• Stewardship Homily
• Stewardship Logo
• Stewardship Mass Intentions
• Stewardship Props
• Stewardship Scripture Reflections
• Stewardship Video
• Stewardship Covenant Card Collection
• Stewardship of Treasure Covenant Card
• Strategic Offertory Review
• Tithing
• Welcoming
• Will & Trust Seminars
• Yard Signs
• Year-End Contribution Statements
Prayer Update

Here are new updates to the Prayer section that is located in the Reference Section of the manual.

- “One of the greatest gifts we can give anybody is to help them develop a sustainable prayer life.” Matthew Kelly

Retreats

In my travels over the past six years I have met many people who are “on fire” for Christ. Many times when I ask them how it started for them the answer is “someone invited me to go on a retreat.”

When I dig further about what was it about the retreat that changed their life, the answer is “I spent time in silence listening to God.”

Spending time in silence is the common denominator! It really wasn’t the type of retreat, it was the silent time with our Lord.

Personally invite people to attend retreats and be persistent year after year. Many people will say “no” out of reflex. Many times you need to plant the seed before someone says “yes.”

Also, help people create this “sacred silence” in their life by encouraging them to intentionally devote time, in silence, every day to listen to God. For many people this is in the early morning before the hustle and bustle of the day begins.

- “In this age, when people are so busy they do not have enough time to listen to God’s voice. Retreats become like oases where they can discover the beauty of silence.” Pope Francis

Retreats You May Not Be Aware Of

- Grade School and High School: REAP Team (Retreat, Evangelization and Prayer) is a ministry of the Catholic Youth Apostolate and holds retreats for children and youth of all ages. Contact Paul Masek at paul@reapteam.org for more information.

- CYC Coaches Summit is a one day retreat for coaches, managers, coordinators or anyone associated with CYC sports. Contact Jon Givens at JonGivens@archstl.org for more information.

More Tips

- Pray for other people. The simple statement of “I will pray for you” has a profound effect on people and encourages them to pray for others.
• Holy Mass – we need to help people understand that we go to Mass to praise and worship God; to see what we can do for Him, not what He is going to do for us. We need to change this perception that God is a genie that we grant wishes to.

• When attending Mass keep your head “on a swivel”. As you walk from your car and sit down in Church, be on the look-out for people that look lost, lonely or unwelcomed. See how you can help someone. This is the model Jesus gave us. Too many times when we enter Church we are consumed with our own issues. Become “other-centered” and “God-centered” (instead of “self-centered”) before Mass starts.

• Start parish-based prayer groups. Many parishes are forming men’s groups specifically.

• Pentecost had another name in the time of Jesus. It was also called “the day of first fruits”. (People brought the first and best of their crops to give to God). May be another opportunity to discuss the concept of stewardship with the parish.
**Stewardship Thoughts**

Stewardship is recognizing that everything we have and everything we are is a gift from God and then living a grateful and generous lifestyle.

It’s easy to understand the “grateful and generous” part of that definition; the hard part is the “recognition” side – realizing that everything is a gift!

Unfortunately, this is where we lose most people. Many people take time for granted or they convince themselves that they are “too busy”, they don’t really see time as a gift. (“Busyness” has become one of the modern day gods). Many people don’t realize that the talents, skills and abilities that God gave them are gifts. They don’t realize that the money and possessions that they earned from their talents, skills and abilities that God gave them are gifts. They don’t realize that the people God has put in their lives are gifts.

Instead, some people think that they do all this on their own or better yet, they think they “deserve” it; they don’t recognize God’s active presence in their daily life.

This lack of recognition is why many people aren’t generous with all their gifts: their time in prayer, their talent in charitable works or their financial resources to support the Church. They don’t “recognize” everything is a gift. When we don’t recognize something as a gift, it’s hard to make the connection to gratitude and generosity. This is especially true when it comes to money. Many of us think we “earn” money on our own and therefore don’t see the religious aspect of giving money. (Many Catholics are generous, however, the hard truth is that most Catholics are not generous in proportion to the gifts they have been given).

Stewardship is about living a God-centered life, not a self-centered life. Remember the Gospel of John – “He must increase; I must decrease.”

Archbishop Carlson said that the root cause of most sin can be boiled down to pride and ego. Every day we are faced with many decisions. Before deciding on a course of action, ask yourself this question, “Am I doing this for the glory of God or am I doing this for the glory of me?” Being a good steward, being a good disciple, means recognizing that all we have is a gift and doing it for the glory of God.

Pray for the vision and wisdom to recognize all of the blessings that we receive on a daily basis and for the strength and courage to make decisions that move us closer to God.
REFERENCE MATERIAL

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

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

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.
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.
  - 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**.
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.
  - 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.

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.

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.
- 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.
- 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.

**Thoughts on Prayer**

- If anyone asks you for a section of the Bible that highlights what stewardship is all about, refer them to Matthew 5 – 7, “The Sermon on the Mount”:
  - These 3 chapters have been referred to as “The Constitution the Kingdom”.
  - This is required reading for all!
- Develop and incorporate a parish stewardship prayer into Sunday Mass and all parish ministry meetings and parish events.
- Many parishes have begun forming Men’s Faith Sharing Groups:
  - Usually start with small numbers but grow over time.
  - Personally invite men to attend.
  - They have great names like “Defenders of St. Michael” or “Gideon’s Army”.
  - There is also the Catholic Men’s Group Incubator program offered by several parishes. Contact Michael Horn in the Archdiocesan Evangelization Office at 314-792-7178 or michaelhorn@archstl.org for more information.
STEWARDSHIP – SHARE THE JOY

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.

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).

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 strength’s 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.

Dave Baranowski – 314.792.7215 – davidbaranowski@archstl.org

ANNUAL CATHOLIC APPEAL
BUILD MY CHURCH
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

- 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.

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 faithfulness and service, it’s a ministry.
If God calls you to a ministry, don’t treat it like a job.
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 Brian Miller, Executive Director, Catholic Youth Apostolate, for more information (brianmiller@archstl.org or 314.792.7083).

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 social event where people have fun.
- Contact local real estate agent for list of people that have moved into your area.
STEWARDSHIP – SHARE THE JOY

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.

Thoughts regarding faith and money:

- People are absolutely craving God, but are unsure or tentative on how to start the relationship with Him.
- People are looking for guidance in handling their money, both charitable giving and daily & long term management.
- A person’s attitude towards money has a direct influence on their relationship with God.

- For many people, God and money run “neck and neck” as their top priority.
- We need to handle our money in a way that will draw us to God.
- God calls us to be generous with all of our gifts, especially our money.
- The average Catholic only gives 1% of their gross income to Church and charity (this puts us last if you are keeping score).
- The hard truth – many Catholics are generous, however, many Catholics are not generous in proportion to the gifts they have been given.
- We need to help fellow Catholics to be better stewards of all their money; how they give to Church and charity and how they spend and use their money in their daily decisions.
- The Bible is a good source on financial guidance.
- Once people gain a degree of financial peace, it opens them to live life more fully and abundantly as God intended, which ultimately leads to a richer, stronger relationship with God.
- You cannot “out-give” God! Once you open yourself to receive his gifts, they will flow through you to others, who in turn, will do the same.
- The first commandment is “I am the Lord Your God. You shall have no other gods before me”.
- By helping people to be better stewards of their money, they keep God first and money second.
- People want joy and peace. It all starts by putting God first in all things, especially with their money.
- “Giving” is actually a gift from God because it helps us from putting other gods before God.
- We have a need to give! Why? Because we are made in God’s image and likeness!

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Dave Ramsey Financial Peace University:
- Dave is a Christian financial planner whose teaching is based on Bible scripture.
- He emphasizes the need to give to Church and charity while providing practical and proven methods to manage money.
- It is a nine week program meeting 2 hours per week covering household budgeting to retirement planning and everything in between.
- Visit his website at DaveRamsey.com to order class material or to look for classes in the St. Louis area.
- More Catholic parishes are conducting the classes on a regular basis.

Legacy Planning Seminar:
- Free to all parishes, covering Planned Giving options and Will & Trust overview.
- Each parish should schedule this seminar every three years.
- Contact Michael Weisbrod, Planned Giving Officer – Roman Catholic Foundation of Eastern Missouri, at 314-918-2893 or michael.weisbrod@rcfstl.org.

Quotes on Generosity
- “When faith does not reach the pocket, it is not genuine faith.” Pope Francis
- “The measure with which you measure will in return be measured out to you.” Luke 6:38
- When it comes to giving money there is “not equal giving, but equal sacrifice.” Bishop Michael Jackels of the Diocese of Wichita, KS refers to the Offertory at Sunday Mass as the “holy exchange of gifts”. “If parishioners do not have any money to put in the offertory basket, encourage them to put their empty hand in the basket as a sign of a ‘gift of self’ to the Lord.”

Tithing:
- Tithing means “one tenth” or 10%.
- As recommended by the Archdiocese, anyone interested in tithing, give 5% of gross income to your local parish and 5% to other Church needs and charity.
- Many people are not in a position to start out tithing, however, over time, by adding a 1% increase each year, you can reach 10%.
- For many people that tithe, 10% is the starting point (not the end point) and they give beyond 10%.
- Is a concept we should continue to talk about and encourage people to do with joy.
- Several parishes have developed tithing committees and give a portion of their offertory to other ministries or charity, eliminating second collections.
My Catholic Giving Guide

- Catholics have many opportunities to be generous.
- Each giving request goes to a different ministry, organization or cause.
- We are called to support all or as many of the giving opportunities as we can.
- We shouldn’t pick one over the other, but plan the best we can to support as many as we can.
- The Church recognizes that people have a finite amount of money.
- Instead of getting mad, know that each of these giving opportunities will come every year, so plan accordingly.
- How do we respond to “donor fatigue”? Help parishioners plan their giving on an annual basis by using the My Catholic Giving Guide.
- When we plan our giving on an annual basis we are giving from our “first fruits” and not from our “leftovers”. We are giving our first and best to God.
- It is a tool designed to help you determine the amount you can give on an annual basis and then designate money for each area until you reach your pre-determined annual giving amount. (You determine the annual amount). Use your parish on-line giving tool to load your giving in for the year.
- Review the worksheet each year as your income changes or to change your level of giving.
- Many parishes add the My Catholic Giving Guide as an insert into their weekly bulletin.
- See the revised My Catholic Giving Guide on the next two pages.
- Also, available on-line at archstl.org/stewardship.
STEWARDSHIP – SHARE THE JOY

A GUIDE TO GIVING IN STEWARDSHIP

God calls us to be generous with all of our gifts, including our treasure. Our faith teaches us this through the Scriptures:

“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)

In gratitude, we are called to give to God from our first fruits. That means creating a plan for giving to His Church. Throwing a last-minute donation into the collection basket time and again only leaves us frustrated. Having a plan, we can better do our part to share the gifts that God has given us.

BEST PRACTICES

- Create and maintain a household budget
- Plan your giving annually
- Use your parish's electronic offering (if applicable)
- Understand that tithing literally means to give 10 percent of your income. Suggested amounts: 5 percent to the local parish and 5 percent to other Church needs and charities that serve the greater community.

“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

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

Dave Baranowski – 314.792.7215 – davidbaranowski@archstl.org

ANNUAL GIVING OPPORTUNITIES

Offertory
Whether giving weekly, monthly or yearly, the offertory supports the parish’s mission and ministries.

Annual Catholic Appeal
Supports the immediate and urgent mission of the local Church, including ministries, parishes and schools.

Second Collections
Supports the priorities of the pope and bishops through specific national and worldwide ministries.

Parish Capital Campaign
Provides the means for parishes to carry out specific projects.

Community Charities
Opportunities to support the mission of nonprofit organizations and other needs.
# STEWARDSHIP – SHARE THE JOY

**MY CATHOLIC GIVING GUIDE WORKSHEET**

**Tear Out and Keep 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**
   - $ __________ $ __________ = $ __________

4. **DETERMINE DOLLAR AMOUNT FOR EACH GIVING OPPORTUNITY:**

   **OFFERTORY**
   - Weekly $ __________ (or) Monthly $ __________ Annual $ __________

   **ANNUAL CATHOLIC APPEAL**
   - Annual $ __________

   **PARISH CAPITAL CAMPAIGN**
   - 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:** $ __________

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**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% Or 10%**

3. Calculate annual giving amount:
   - $60,000
   - **X 3%**: $1,800
   - **X 10%**: $6,000

4. Determine dollar amount for each giving opportunity:
   - $1,800 **Parish offertory**
   - $6,000 **Second collections (20)**
   - $3,000 **Church offertory**
   - $5,000 **Monthly offertory**
   - $2,500 **Annual Catholic Appeal**

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**ANNUAL CATHOLIC APPEAL**

**BUILD MY CHURCH**

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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**

  **Church Budget**
  Contact: Renee Roland
  1.877.393.3330, ext. 531
  Email: info@myEoffering.com

  **Liturgical Publications Inc.**
  Contact: Brian Davidson
  314.387.7678
  Email: bdavidson@4lpi.com

  **Stewardship Technology**
  Contact: Dave Gambino
  800.980.0906, ext. 105
  Email: dave@smbcreativegroup.com

  **Faith Direct**
  Contact: Brian Walsh or Mike Walsh
  1.866.507.8757
  Email: brian@faithdirect.net
  mike@faithdirect.net

  **Our Sunday Visitor**
  Contact: Joanie Lewis
  800.348.2886, ext. 2137
  Email: joanielewis@osv.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
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 a Legacy Planning Seminar
- Offered by the Roman Catholic Foundation of Eastern Missouri, these seminars give an overview of wills and trusts and planned giving options. Many attendees consider giving their parish a legacy gift.
- Contact Michael Weisbrod (314.918.2893/ michael.weisbrod@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.
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.
- 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.

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STEWARDSHIP – SHARE THE JOY

- 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 that 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.

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 Parish Ministry – start a new ministry with finance professionals in your parish: household budgeting, basic personal finance, taxes, etc.

**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.
- Send each parishioner year-end contribution statement for taxes.
- 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 Eastern Missouri, at 314.918.2893 or michael.weisbrod@rcfstl.org to schedule a Legacy Planning Seminar.
- 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 covenant.
- 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 covenant 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.

- Encourage parishioners to plan their giving on an annual basis by using the My Catholic Giving Guide (see the first page of the Generosity section for the sample).
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.”
- This phrasing reinforces that the annual parish stewardship renewal is a “holy and sacred” action to give back to God in gratitude for all that He has given us.
- The word “commitment” has a negative connotation while the word “covenant” reinforces the “holy and sacred” aspect of stewardship.
- “Covenant” implies a sacred bond with God and encourages a personal relationship with Him, not something I am forced, coerced or obligated to go.
- It’s something I want to do and not something I have to do – placing my covenant card at the foot of the altar.
- Develop a parish stewardship logo.
- Completing our annual stewardship covenant 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 if often.

Participation

- Stewardship Covenant Cards
  - Along those lines, parishes are encouraged to change the name of the Stewardship Commitment Card to the “Stewardship Covenant Card”
  - Develop special ceremony to collect, don’t just throw into offertory basket.
  - Call people to the altar to place cards in basket
  - Collect cards pew by pew
STEWARDSHIP – SHARE THE JOY

- Allow time for parishioners to complete at Mass prior to collecting and provide blank cards in pews
- 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
- Hand-out at individual parish ministry meetings
- Develop separate covenant card for parish Youth (different from the Adult version).
- Follow-up with non-respondents – attend parish ministry meetings and give them time to complete and collect.
- Some parishes have developed on-line covenant cards and that’s OK. However, there are studies that show there is positive reinforcement when people are asked to physically write or sign their name on a document versus just clicking on a keyboard. There is a more personal commitment when asked to sign a document versus “click” on a keyboard.

- 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”
STEWARDSHIP – SHARE THE JOY

- **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

**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.
Books for Reference

In addition to the pastoral letter “Stewardship: A Disciple’s Response”, the Bible and the Catechism of the Catholic Church, there are other good stewardship-related books to read:

- Best Practices in Parish Stewardship – Charles Zech
- Blessings for Leaders – Dan Ebener
- Complete Guide to Money – Dave Ramsey
- Divine Renovation – Fr. James Mallon
- Forming Intentional Disciples – Sherry Weddell
- Growing an Engaged Church – Albert Winseman
- If You Want to Walk on Water You’ve Got to Get Out of the Boat – John Ortberg
- Life’s Greatest Lesson – Allen Hunt
- Making Stewardship a Way of Life – Fr. Andrew Kemberling and Mila Glodava
- Not Your Parent’s Offering Plate – J. Clif Christopher
- Rebuilt – Fr. Michael White and Tom Corcoran
- Resisting Happiness – Matthew Kelly
- Rich Church, Poor Church – J. Clif Christopher
- Seven Steps to Becoming Financially Free – Phil Lenahan
- The Four Signs of a Dynamic Catholic – Matthew Kelly
- The Joy of the Gospel – Pope Francis
- The Lamb’s Supper – Scott Hahn
- Tools for Rebuilding – Fr. Michael White and Tom Corcoran
- Transforming Parish Communications – Scot Landry
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.
- **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.
STEWARDSHIP – SHARE THE JOY

- ** 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
STEWARDSHIP – SHARE THE JOY

- The Unmerciful Servant - Matthew 18:23-35
- The Rich Young Man - Matthew 19:16-24
- The Generous Employer - Mathew 20:1-16
- The Servant Entrusted with Supervision - Matthew 24:45-51; Luke 12:42-46
- Sheep and Goats – Matthew 25:31-46
- The Two Debtors – Luke 7:41-43
- The Friend at Midnight - Luke 11:5-8
- 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 Lost Sheep – Luke 15:3-7
- The Lost Coin - Luke 15:8-10
- The Prodigal Son - Luke 15:11-32
- 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 – SHARE THE JOY

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

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.
- On the following pages is an example of a parish annual stewardship plan (i.e. 2018 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.)

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ANNUAL CATHOLIC APPEAL
BUILD MY CHURCH

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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).
- 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).
- 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.
Lay Witness Talk Introduction

The lay witness talk is the best stewardship “best practice” anyone can do. Sharing your faith in a joyful, sincere, humble, courageous manner is the most inspiring thing each of us can do to bring others to our Catholic faith.

Whether it is a planned speaking event in front of your fellow parishioners or a spontaneous conversation with family, friends or strangers, giving joyful witness inspires and encourages others to do the same.

Public speaking is the number one fear for most people. So, plan your talking points in advance and practice. Develop a five minute version and a 30 second version.

Having talking points already in mind will help you be courageous when the opportunity arises. (How many of us have wished we would have spoken up when someone said something that wasn’t accurate about our Catholic faith.)

Components of a Lay Witness Talk

Effective stewardship includes public witnessing by people who are already practicing stewardship in their own lives. The Lay Witness Talk has two purposes: to inspire people to become good stewards and to share “daily life” examples of stewardship. The talk should be between 5 – 7 minutes, no longer than that.

1. Introduction

Tell people who you are, how long you have been in the parish and maybe a little bit about your other family members:

- Giving a definition of stewardship. (Stewardship is recognizing that everything we have is a gift from God, taking time to be grateful for those gifts, and returning a portion of those gifts to God – understanding that what God gave us He expected us to share.)
- Asking a question:
  - Do you give from your “first fruits” or from what is leftover?
  - When God asks you “what have you done with the gifts I have given you?” How would you respond?
  - Do you put other “gods” (money, power, ego) before God?
2. **Personalization**

People love to hear a story. A story brings an idea down to earth and makes it real. Thus it is important that the stewardship talk include a personal story about how stewardship is real in your life:

- When and how you first realized the importance of stewardship.
- How stewardship impacts your daily life at home, at work, or in the parish.
- What joys you have experienced as a result of your stewardship.
- How you have overcome a challenge to your stewardship. (It’s okay to say that sometimes stewardship is difficult!)

3. **Scriptural Reference**

Stewardship is a concept that is as old as Sacred Scripture. Throughout the Old and New Testament God has clearly asked us to live as stewards, giving back to him a grateful portion of all the blessings that He has given to us.

It is important that your lay witness talk include a reference to Sacred Scripture in order that parishioners understand that stewardship is not your idea. It is God’s request.

4. **Detail**

It is critical that your talk gives parishioners the details of what your parish wants them to do. Compelling stories and beautiful scripture quotes are wasted if we do not encourage parishioners to take some action.

5. **Invitation**

Personally invite your fellow parishioners to commit to a life of stewardship:

- Invite them to reflect on their own blessings and personal gifts and to consider if their giving reflects their blessings.
- Stress that every parishioner has some gift to offer, some role to play in the parish community. Invite them to give that gift...to play the role God has planned for them.
- Invite them to try something new – a new parish ministry or a new level of giving. Remind them that they will never know what can give them joy until they try it.
- Ask them to go home and figure out what percentage of their income they are giving back to God. Remind them that God asks us to give as He has given to us and that throughout sacred scripture 10% has been set up as the guideline of how much we should return to God.
- Invite them to begin the journey to greater stewardship by increasing their financial giving by even as little as a ½ of a percentage point.
- Invite them to know the joy that comes from sharing their gifts.
- Invite them to be a part of all the wonderful work that happens in your parish.
STEWARDSHIP – SHARE THE JOY

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.
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:
  - 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
  - Make sure your Mass time schedule, address and parish contact information is easy to identify and access. (These are the main reasons people visit your website).

- **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
- **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**:
  - Conduct an audit of all the different methods you communicate to parishioners.
  - Develop a parish leader “cross-functional” team to uncover all communication methods. (Some are not so obvious).
  - The parish website and bulletin are not the only way people receive communication.
  - Develop procedures for each communication method when sending information.
  - Refer to “Parish Communications Audit” in the back of the planning guide.

- **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).
Many parishes just provide a weekly update on offertory received under the heading of “Stewardship”. This has the effect of reinforcing the common myth that stewardship is only about money.

Use your parish bulletin to provide a broader scope of your parish stewardship efforts. (See page 67 for an example).

Provide weekly updates on Prayer, Participation and Generosity, along with stewardship education information.

- **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.
STEWARDSHIP – SHARE THE JOY

Spending Time with God in Prayer.
Reading the Bible just 10 minutes a day, every day, can change the rest of your days.

Using Talent to Participate in Building His Kingdom.
Take part in the Mass by becoming a lector, usher, or extraordinary minister. Visit http://sfstl.org/113 for contact information on these and more ministries.

Being Generous with Treasure.
Recap for week of 4/2/17

- Offertory Collection
  318 online registrations, 427 envelopes received.
  Weekly Total: $23,390.17
  Year-to-Date Total: $696,612.10

- Collection vs. Overall Budget
  Weekly Total: $3,447.71
  Year-to-Date Total: $(21,316.54)

- School Deficit Funded by Parish
  Weekly Total: $6,920.34
  Year-to-Date Total: $249,132.23

- The Francis Fund
  Keeping Catholic Education Affordable
  Weekly Total: $2,086.00
  Year-to-Date Total: $65,347.00

YOU make the DIFFERENCE!
Gifts of your treasure helps provide a location and/or materials for:
- Spring Landscaping Materials
- New Phone System
- Easter Flowers

"It brought me to a better understanding about how the Mass and the book of Revelation relate. This study also made me realize the need to read God’s word and study it and try to apply it to my life."

-Quote from parishioner who participated in the Lamb’s Supper Book Study.

Weekly Reflection:
"Jesus came and stood among them and said to them, ‘Peace be with you.’” - JOHN 20:19

Are you good at making people feel welcome? When you meet someone new, a new neighbor, a new work colleague, a new parishioner, do you make them feel at home? Many of us can probably do a much better job at this. When we make people feel welcome, we make them feel like they are included instead of being excluded. A simple “hello” and a smile goes a long way.

FAQ About Tithing #8
When I decide to work towards a tithe, should I be calculating it based on my gross or net income?

When striving to give a full tithe, you should calculate the amount you give back to God based on your gross income. The reason for this is that stewardship calls us to give back to God first, before we take care of any of our own wants, needs or obligations – including our obligation to our government. After all, God should come before Uncle Sam, shouldn’t He? By placing God first – above all other financial obligations – we show how much we love and trust Him. Some people may never be able to reach a full tithe. Others reach that goal and keep giving, knowing that in reality it all belongs to God.

DYNAMIC CATHOLIC: ALIVE!
SECOND SUNDAY OF EASTER
(DIVINE MERCY SUNDAY) – MERCY

In the Gospel, Jesus institutes the Sacrament of Reconciliation, authorizing the Apostles to forgive sins in the name of Jesus. It is no coincidence that Jesus says, “Peace be with you” more than one time to them as he greets them. When was the last time you went to the Sacrament of Reconciliation? What beautiful peace in our hearts is found in this sacrament! Through the priest, Jesus forgives us of our sins when we are truly contrite. We receive sanctifying grace and actual graces that will help us to overcome sin in the future. Although sometimes we may still be restless and doubt God’s forgiveness, we must remember the words of Christ to St. Faustina: “I am love and Mercy Itself. There is no misery that could be a match for My mercy, neither will misery exhuast it, because as it is being granted – it increases. The soul that trusts in My mercy is most fortunate, because I Myself take care of it.” God’s mercy is always greater than our sins. Let us approach the throne of grace and mercy trusting in the goodness of the Lord. archstl.org/dynamic

Online Giving

Please consider switching from paper envelopes to giving online. It helps our parish plan and budget, while ensuring continued support when parishioners travel. Visit www.sfstl.org and click on the logo. Thank you!

APRIL 23, 2017

Dave Baranowski – 314.792.7215 – davidbaranowski@archstl.org
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)
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

<table>
<thead>
<tr>
<th>PARISH</th>
<th>SCHOOL</th>
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<tbody>
<tr>
<td>Contact: Joan Cleaveland</td>
<td>Contact: Holly Lampert</td>
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<tr>
<td>Email: <a href="mailto:jcleaveland@stjoecot.org">jcleaveland@stjoecot.org</a></td>
<td>Email: <a href="mailto:hlampert@stjoecot.org">hlampert@stjoecot.org</a></td>
</tr>
<tr>
<td>Phone: 636.441.0055, ext. 103</td>
<td>Phone:</td>
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<tr>
<td>Office Hours: Monday-Friday, 7a-4p</td>
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**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

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<tr>
<td>Contact: Kelly Kruse</td>
<td>Contact: Maija Malloy</td>
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<tr>
<td>Email: <a href="mailto:kevinekruse@yahoo.com">kevinekruse@yahoo.com</a></td>
<td>Email: <a href="mailto:malloymp@msn.com">malloymp@msn.com</a></td>
</tr>
<tr>
<td>Phone: 636.240.4144</td>
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**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 |
**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.

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<tbody>
<tr>
<td>Contact:</td>
<td>Lesia Anstead</td>
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<tr>
<td>Email:</td>
<td><a href="mailto:lanstead@stjoecot.org">lanstead@stjoecot.org</a></td>
</tr>
<tr>
<td>Phone:</td>
<td>636.441.0055, ext. 102</td>
</tr>
<tr>
<td>Office Hours:</td>
<td>M/T/Th, 8a-5p</td>
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**Parish Directory**
Recommended Uses: Summary of parish organizations and contact information.
Target Audience: All parish families
Frequency: Printed once per year

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**Newsletters**
Recommended Uses: Promote upcoming events and special parish messages
Target Audience: All parish/school families
Frequency: Bi-annual

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<tr>
<td>Contact:</td>
<td>Becky Younkers</td>
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<tr>
<td>Email:</td>
<td></td>
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<tr>
<td>Phone:</td>
<td></td>
</tr>
<tr>
<td>Office Hours:</td>
<td>volunteer</td>
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**Priest Mass Announcements**
Recommended Uses: Share timely updates for the week
Target Audience: Weekly Mass attendees

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<tr>
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<tbody>
<tr>
<td>Contact:</td>
<td>Mary Miller</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:mmiller@stjoecot.org">mmiller@stjoecot.org</a></td>
</tr>
<tr>
<td>Phone:</td>
<td>636.441.0055, ext. 100</td>
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<tr>
<td>Office Hours:</td>
<td>Monday-Friday, 8a-5p</td>
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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

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<tr>
<th>Contact:</th>
<th>Mary Miller</th>
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<tbody>
<tr>
<td>Email:</td>
<td><a href="mailto:mmiller@stjoecot.org">mmiller@stjoecot.org</a></td>
</tr>
<tr>
<td>Phone:</td>
<td>636.441.0055, ext. 100</td>
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<tr>
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**Digital Sign**
Recommended Uses: Share Mass and Confession times, promote major parish events
Target Audience: Cottleville community

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**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

<table>
<thead>
<tr>
<th>Contact:</th>
<th>Joan Cleaveland (or Mary Miller)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email:</td>
<td><a href="mailto:jcleaveland@stjoecot.org">jcleaveland@stjoecot.org</a></td>
</tr>
<tr>
<td>Phone:</td>
<td>636.441.0055, ext. 103</td>
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<tr>
<td>Office Hours:</td>
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**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
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.
Parish Ministry Leadership

Most parishes have many different ministries and organizations. Regardless of which ministry you lead, the primary role for all is the same – bring people to God!

Sometimes parish ministry leaders can get off track on this point. If you lead the parish Athletic Association, your primary goal is not to see how many CYC championships your teams can win or if you lead your parish Fish Fry, your primary role to not to see how many plates of fish you can sell – rather it’s how can we bring people to God.

Here are some points to keep in mind:

- Generally speaking, 30% of parishioners attend Mass regularly, 20% occasionally and 50% never.
- However, the 50 – 70% that attend Mass sometimes or never may be active in a parish ministry.
- Those 50 -70% are not hearing the stewardship message at Mass and in the homilies.
- Encourage parish ministry leaders to incorporate stewardship education in their monthly ministry meetings.
- At each meeting, the ministry leader should be inviting and encouraging all to attend Sunday Mass and to develop a daily prayer process (how else will we know how God wants us to use our gifts unless we talk and listen to Him every day).
- Parish Ministry Leaders lead by example:
  - Joyful people attract others.
  - Humble witness of our faith attracts others.
  - Generous sharing of our all of gifts attracts others.
- Avoid the general “cattle call” when looking for new volunteers. Personal invitation is the best method.
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 is usually a one sentence statement defining your reason for existing and provides overall direction and the purpose of the parish.
- A mission statement should be clear, concise, understandable, memorable and easy to explain.
- There are many ways to develop a mission statement.
- Some parishes develop a shorter tagline to use in parish marketing, communication and fundraising.
- A strong mission statement can inspire a closer personal connection with the organization.
- The parish mission statement should be woven into the parish culture (everyone should know it by heart).
- Read prayers that honor your parish patron saint for inspirational phrases that can be incorporated into your parish mission statement.
- 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

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.
- It should be actionable.
- It shouldn’t be too broad.
- 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 is the purpose (describe the work)?
  - Who do you help?
  - 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”)
- Avoid jargon
- Avoid “internal focus”, focus on people served
- Keep it short, use only the words needed
- Get feedback and revise if necessary

**Quick Test**
- Say the mission statement out loud, does it roll off of the tongue?
- Ask someone to repeat it after a period of time, is it memorable?
- Ask people who are not part of the organization to evaluate it, does it make sense to them?
St. Louis Parish Examples

**Assumption (South County):** Worship God. Share the Good News of Jesus. Serve Christ in Others.

**Assumption (O’Fallon):** May you find Christ here...May you bring Christ to the world.

**Blessed Teresa of Calcutta:** We are carriers of God’s love to one another and the greater community.

**Christ, Prince of Peace:** “For a child is born to us, a son is given to us...He shall be called the Prince of Peace.” Isaiah 9:6

**Immacolata:** Bringing people together in Jesus Christ.

**St. Ann (Clover Bottom):** Nurturing Disciples Through Hospitality, Prayer and Service.

**St. Anselm:** Our mission is to imitate Jesus Christ by loving and serving all people in and outside of our community.

**St. Francis of Assisi (South County):** Our parish exists to give glory to God.

**St. Gertrude:** Welcoming Disciples Home, Forming Future Saints.

**St. Joan of Arc:** We, the parishioners of St. Joan of Arc Catholic Church, are an urban community of Christian people drawn together through the celebration of the Eucharist.

**St. Justin Martyr:** Love God. Love Others. Make Disciples.

**Sts. Peter & Paul:** Opening our hearts to Christ through prayer, fellowship and service.

**Sts. Teresa & Bridget:** Our mission of faith development, parish & community outreach and living the Gospel of our Lord Jesus Christ.
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.
“Personal” Stewardship – Best Practices

Stewardship can be divided into two areas - “parish” and “personal”.
Parish stewardship focuses on the events and activities our parish takes part in as a community. Personal stewardship starts with our own conversion of heart. It is grounded in our own gratitude and generosity.

In order for parish stewardship to become engrained in our parish culture, our own personal stewardship must become internalized in each of us.

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

How we live our lives says more about us than what we say. This is expressed in a couple of universal quotes we have all probably heard:

- “Faith is caught more than taught”.
- “People believe more in a homily they can see rather than one they can hear.”

Just as there are parish stewardship “best practices”, there are personal stewardship “best practices”:

- **Prayer** – develop a daily prayer process.
- **Participation** – share your faith story with others, especially those that are closest to you like family and friends.
- **Generosity** – plan your charitable giving on an annual basis (don’t just give whatever you have “leftover” in your wallet or check book. Give from your “first fruits”.) Use the My Catholic Giving Guide in this planning guide.
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.

Here are several more points to keep in mind when selecting stewardship committee members:

- Your stewardship committee should be like the U.S. Congress is supposed to be – it should represent all the people in your parish.
- Identify all the different groups of people in your parish and make sure each of them is represented on the stewardship committee.
- For example include a grade school parent, a PSR parent, different ethnic backgrounds in your parish, elderly person, widowed person and young adult just to name a few. Also, be sure to have an appropriate split of men and women.
- The more “rounded” your committee, the more your stewardship efforts will reach more people.
- In each of the parish groups identified, invite “influential” people in each of those groups to join the committee.
- Avoid having an “open casting call” for anyone interested. The best advice is to personally invite influential leaders in specific segments of your parish community.

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Dave Baranowski – 314.792.7215 – davidbaranowski@archstl.org
STEWARDSHIP – SHARE THE JOY

Stewardship: A Disciple’s Response Summary

Written By

Preface
- When we accept our lives as gifts, the Holy Spirit can use us as instruments to spread the Gospel.
- Reflects the Easter message – stewardship always starts with a personal experience of the Risen Christ.
- Good stewards live with joy and gratitude for the blessings they have received and returns those gifts with increase.
- The Eucharist is the center and source of strength to be a disciple of Jesus Christ.

Introduction
- Pastoral letter stresses:
  1. Mature disciples make a conscious decision to follow Jesus no matter the cost to themselves.
  2. Conversion of heart and mind is not a single action, but a number of actions over a lifetime.
  3. Stewardship is an expression of discipleship – grateful and generous out of love for God and others.
- Our culture often contradicts our Christian values: materialism, relativism, hedonism, individualism, consumerism.
- Many Catholics are generous, but not always in proportion to what they possess, including money.
- Living as a steward involves collaborating with God in the work of creation and cooperating with God in the work of redemption.

The Call
- Each of us must discern, accept and live joyfully in the role that God calls us to live.
- Every human life is a unique, personal vocation.
- Jesus’ call is urgent. He does not tell us to follow Him in the future, but in the here and now, in the current moment and in our current circumstances.
- Discipleship is both a privilege and a challenge, it is not a comfortable way of life, putting aside our craving for domination, possession and control.
STEWARDSHIP – SHARE THE JOY

Jesus’ Way
- The Beatitudes and Sermon on the Mount prescribe the disciple lifestyle (Mt. 5:3 – 7:27).
- Stewardship involves trust and accountability, not only for our own lives, but the lives of others.
- Each person will be measured by his or her portion of gifts entrusted to them. You will be judged according to what you did with what you were given.
- Stewards are happy people who have found the meaning and purpose of living – “praise, revere and serve God.”
- Stewardship also involves the “earthly service” to others.

Living as a Steward
- God wants us to be his collaborators in the work of creation, in collaboration with the Holy Spirit.
- Work is a fundamental aspect of the human vocation, it is required for responsible stewardship of the world.
- Profound reverence for the gift of life, our own life and the lives of others.
- Active stewardship of the ecology – cultivating a heightened sense of human interdependence and solidarity.
- Set aside time for prayer, reading Scripture, Sacraments and attending Mass.

Stewards of the Church
- Use our gifts to serve our community of Faith.
- Share in the work of Evangelization.
- Parents must be models of stewardship within their homes.
- Parishes must use sound business practices, including church finances.
- Parishioners must accept responsibility for their parishes and contribute generously.
- Stewardship should extend to other local churches and to the universal Church.
- The Eucharist is the great sign and agent of expansive communion of charity.

The Christian Steward
- The first requirement is to be trustworthy.
- Christian stewards are generous out of love as well as duty.
- After Jesus, the Blessed Virgin Mary teaches the meaning of discipleship and stewardship.

Appendix I
- Stewardship – gratefully receiving God’s gifts, cultivating them responsibly and returning with increase.
- Disciple As Steward - conscious lifestyle, experiencing conversion of heart, recognizing God as the source for all things.
- Steward of Vocation – each one of us is called to carry out a role in the divine plan.
- Steward of the Church – we are not passive beneficiaries, we are “God’s co-workers”.
- Obstacles to Stewardship – secular culture contradicts religious conviction, selfishness and greed.
- A Steward’s Way – the life of a Christian steward models Jesus. After Jesus, we look to Mary.

Appendix II
- God has entrusted humanity with the universe He created.
- This applies to everything: personal talents/abilities, the environment, natural resources, economic order, government affairs and outer space.
- Successful parish stewardship involves the personal stewardship of many people, stewardship education and trust that it will work.
- Stewardship Education:
  1) Should be a major priority for every parish and diocese.
  2) Should be a life-long process of study, prayer, reflection and action.
  3) Should be supported by the local bishop.
  4) Involves collaborative leadership with the bishop, stewardship committees should be developed.
  5) No single approach fits all parishes. Education should include adults, youth and children.
- Stewardship and Development:
  1) Basic elements of the development program: spiritually-based plan with mission statements, goals and priorities; communication plan on how to communicate; fund-raising plan based on stewardship education.
  2) Principles for Giving – how much one gives is based on prayerful discernment of the gifts they have been given; giving from one’s “first fruits” and not from what is “left-over” without counting the cost. Voluntary contribution of time, talent and treasure.
  3) Annual Giving – annual giving through “covenant Sundays” (in conjunction with annual parish stewardship renewal process).
  4) Capital campaign – carefully planned, well-organized, needs-based program designed to raise a substantial amount of money in a specific time frame. Families invited to make multi-year financial commitments.
5) **Planned Giving** – donors transfer capital assets to a qualified religious, educational or charitable organization, typically through a bequest provision in a will.

- **Stewardship Promotion:**
  1) **Personal Witness** – individuals tell their own personal conversion stories.
  2) **Commitment of Leadership** – bishop and pastor support is required.
  3) **Hospitality, Evangelization and Outreach** – inspire others to participate in parish ministries.
  4) **Communication and Education** – use all mediums available, seek assistance of qualified professionals.
  5) **Recruiting and Training** – recruit parish volunteers to participate in parish ministries.
  6) **Stewardship of Treasure** – ask Catholics to make financial contributions that are planned, proportionate and sacrificial.
  7) **Accountability** – prepare annual parish stewardship report and communicate to all parishioners.

- **Key Concepts:**
  1) **Fund Raising** – a very specific set of activities designed to raise money to support a goal, unlike stewardship which includes all aspects of a person’s life.
  2) **Philanthropy** – similar to the concept of stewardship (actions to benefit society) less the prayer component of stewardship.
  3) **Treasure** – stewardship is based on maximum giving. Challenges us to be good stewards not only in how much we give away, but what we do with all our resources.
Stewardship Annual Planning Calendar Example

2018 St. Blaise Stewardship Calendar

January
- 1/8: Monthly Stewardship Committee Meeting
- 1/9: Stewardship Webinar – Insights Into Parish Stewardship
- 1/20 & 1/21: Monthly Lay Witness Talk – Tom Smith (Pro Life)
- 1/21: Youth Sports Mass
- 1/22: Winter Stewardship e-Newsletter distributed
- 1/23: Stewardship Evening with Archbishop Carlson @ the Cardinal Rigali Center
- 1/26: New Parishioner Dinner with Fr. Hill and Fr. Lake

February
- 2/12: Monthly Stewardship Committee Meeting
- 2/13: Stewardship Webinar – Stewards of Our Talents and Strengths
- Schedule Bi-Annual Parish Ministry Leader Meetings in April and November
- Decide to do Increased Offertory Program in the Fall (as part of annual Parish Stewardship Renewal)?

March
- 3/12: Monthly Stewardship Committee Meeting
- 3/13: Stewardship Webinar: Stewardship Leadership
- 3/24 & 3/25: Monthly Lay Witness Talk – Alice Smith (St. Anne’s Sodality)
- 3/27: Legacy Planning (Will & Trust) Seminar

April
- 4/9: Monthly Stewardship Committee Meeting
- 4/10: Stewardship Webinar – Spirituality of Giving
- 4/11: Bi-Annual Parish Ministry Leader Meeting
- 4/21: Annual Parish Volunteer Appreciation Breakfast
- 4/23: Spring Stewardship e-Newsletter distributed
- Schedule August – December Monthly Lay Witness Speakers

May
- 5/6: Youth Sports Mass
- 5/7: Monthly Stewardship Committee Meeting
- 5/8: Stewardship Webinar – Forming a Stewardship Committee
- 5/26: Parish Picnic

Dave Baranowski – 314.792.7215 – davidbaranowski@archstl.org
June
- 6/4 – 7/20: Order Parish Stewardship Marketing Material
- 6/11: Monthly Stewardship Committee Meeting
- 6/12: Stewardship Webinar – Training Lay Witness Speakers
- Receive Parish Stewardship Planning Manual
- Update Stewardship Covenant Card used in the Fall annual Parish Stewardship Renewal
- Recruit new stewardship committee members (Peter, Paul & Mary terms end in 2018)
- Identify Stewardship Sunday Lay Witness Speaker(s) in October

July
- 7/9: Monthly Stewardship Committee Meeting
- 7/10: Stewardship Webinar – Stewardship Best Practices
- 7/20: Parish Stewardship Training Night @ the Cardinal Rigali Center
- 7/20: Parish Stewardship Marketing Materials Order is due
- 7/23: Summer Stewardship e-Newsletter distributed

August
- 8/1: Fall Festival Planning Meeting
- 8/14: Stewardship Webinar – Incorporating Prayer in our Daily Life
- 8/13: Monthly Stewardship Committee Meeting
- 8/22: Lay Witness Speaker Training @ the Cardinal Rigali Center
- 8/24: Stewardship Marketing Materials delivered
- 8/25 & 8/26: Monthly Lay Witness Talk – George Steele (Social Justice)
- Receive Parish Stewardship Posters

September
- 9/8 & 9/9: Announce Upcoming Stewardship Events at all Masses and in bulletin
- 9/9: Youth Sports Mass
- 9/10: Monthly Stewardship Committee Meeting
- 9/10 – 9/14: Parishioners receive Stewardship Introduction Letter, Brochure and Covenant Card
- 9/11: Stewardship Webinar – Children’s Stewardship
- 9/26: Parish Ministry Leader Night of Reflection
October
- 9/29 & 9/30: Stewardship Lay Witness Talk at all Masses – Al & Betty Davis
- 10/9: Stewardship Webinar – Incorporating Other Cultures into Parish Stewardship
- 10/13: Annual Mass in the Grass
- 10/13: Annual Fall Festival (includes Festival of Ministry)
- 10/13 & 10/14: Stewardship Covenant Card Sunday
- 10/15: Monthly Stewardship Committee Meeting
- 10/16: Contact Parish Ministry Leaders with new volunteer information
- 10/20 & 10/21: Monthly Lay Witness Talk – Monica Summers (Eucharistic Adoration)

November
- 11/12: Monthly Stewardship Committee Meeting
- 11/13: Stewardship Webinar – Engraining a Stewardship Culture
- 11/17 & 11/18: Annual Parish Renewal Results communicated to Parish
- 11/21: Bi-Annual Parish Ministry Leader Meeting
- Schedule January – April 2018 Monthly Lay Witness Speakers

December
- 12/10: Monthly Stewardship Committee Meeting
- 12/11: Stewardship Webinar – Parish Strategic Offertory Review
- 12/22 & 12/23: No Monthly Lay Witness Talk (Christmas Eve)
- 12/24 & 12/25: Hand-out Parish Christmas gift at all Masses

Notes
- Weekly Stewardship Reflections in Bulletin
- Weekly Stewardship Prayers of the Faithful said at all Sunday Masses
- Weekly Electronic Offertory Sign-Up Reminder in Bulletin
- Stewardship Webinars Available 24/7 on Archdiocesan Stewardship website (archstl.org/stewardship)
Stewardship “Beyond Your Parish Borders”

- 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.
Stewardship 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
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
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 covenant 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.
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
Stewardship Reflection Questions

When talking about stewardship to family, friends, fellow parishioners or ministries within your parish, it is sometimes helpful to give them a “reflection question” to think about.

The reflection question helps “drive home” a particular aspect about stewardship that you may be trying to emphasize.

You can make up your own question, but here are some reflection questions that have been effective:

- What if you woke up today with only the things you thanked God for yesterday?
- When you are standing before God and He asks you, “What have you done with the gifts I have given you?” How will you respond?
- How do we know what God expects of us if we are not in close communication with Him, every day, in prayer?
- Lord, how would you like me to become more fully involved in the life of the Church?
- Lord, what do You want me to do with the gifts You have given me?
Stewardship Scriptural Quotes Introduction

At the annual Lay Witness Speaker Training a training guide is provided that includes stewardship scriptural quotes for people to use in their lay witness talks. We decided to add those to this planning guide as well.

On the following pages are scripture quotes sorted by Stewardship “topics”.
Note: this is not the “exclusive” list of stewardship scripture. There are other scripture quotes that also highlight the concept of stewardship that can be used as well.

Scriptural Texts Relating to Stewardship

On Responsible Stewardship:

All tithes of the land, whether in grain from the fields or in fruit from the trees, belong to the Lord, as sacred to Him...The tithes of the herd and the flock shall be determined by ceding to the Lord as sacred every tenth animal as they are counted by the herdsman’s rod. Leviticus 27:30, 32

Son, give alms in proportion to what you own. If you have great wealth, give alms out of your abundance; if you have but little, distribute even some of that. But do not hesitate to give alms; you will be storing up a goodly treasure for yourself against the day of adversity. Tobit 4:8-9

Honor the Lord with your wealth, with first fruits of all your produce; then will your barns be filled with grain, with new wine your vats will overflow. Proverbs 3:9-10

The just man’s sacrifice is most pleasing, nor will it ever be forgotten. In generous spirit pay homage to the Lord, be not sparing of freewill gifts. With each contribution show a cheerful countenance and pay your tithes in a spirit of joy. Give to the Most High as he has given to you, generously according to your means. For the Lord is one who always repays, and he will give back to you seven-fold. Sirach 35:6-10

Therefore, I say to you, the kingdom of God will be taken away from you and given to a people that will produce its fruits. Matthew 21:43

He said, “Master, you gave me five talents. See, I have made five more.” His master said to him, “Well done, my good and faithful servant. Since you were faithful in small matters, I will give you great responsibilities. Come, share your master’s joy.” Matthew 25:20-21
Consider this: whoever sows sparingly will also reap sparingly, and whoever sows bountifully will also reap bountifully. Each must do as already determined, without sadness or compulsion, for God loves a cheerful giver. Moreover, God is able to make every grace abundant for you, so that in all things, always having all you need, you may have an abundance for every good work.

2 Corinthians 9:6-8

If someone who has worldly means sees a brother in need and refuses him compassion, how can the love of God remain in him? Children, let us love not in word or speech but in deed and truth.

1 John 3:17-18

On Gratitude:

No one shall appear before the Lord empty-handed, but each of you with as much as he can give, in proportion to the blessings which the Lord, your God, has bestowed on you.

Deuteronomy 16:16-17

What the Lord has given us to live on is certainly enough for us.

Tobit 5:20

The Lord’s are the earth and its fullness; the world and those who dwell in it.

Psalm 24:1

Know that the Lord is God, he made us, his we are; his people, the flock that he tends. Enter his gates with thanksgiving, his courts with praise. Give thanks to him; bless his name for he is good.

Psalm 100:3-5

How shall I make a return to the Lord for all the good he has done for me?

Psalm 116:12

On Prayer:

Take care to keep my sabbaths, for that it is to be the token between you and me throughout the generations, to show that it is I, the Lord, who make you holy.

Exodus 31:13

For six days work may be done; but the seventh day is the sabbath rest, a day for sacred assembly on which you shall do no work. The sabbath shall belong to the Lord wherever you dwell.

Leviticus 23:3

For I know well the plans I have in mind for you, says the Lord, plans for your welfare, not for woe! Plans to give you a future full of hope. When you call me, when you go to pray to me I will listen to you. When you look for me, you will find me. Yes, when you seek me with all your heart you will find me with you.

Jeremiah 29:11-14
This is how you are to pray: Our Father in heaven, hallowed be your name, your kingdom come, your will be done...

Matthew 6:9-10

Come to me, all you who labor and are burdened, and I will give you rest.

Matthew 11:28

Could you not keep watch for one hour? Watch and pray that you may not undergo the test.

Mark 14:37-38

**On Participation:**

The word of the Lord came to me thus: Before I formed you in the womb I knew you, before you were born I dedicated you, a prophet to the nations, I appointed you...To whomever I send you, you shall go; whatever I command you, you shall speak. Have no fear before them, because I am with you to deliver you, says the Lord.

Jeremiah 4:5-7 8

“Why do you stand here idle?...You too go into my vineyard.”

Matthew 20:6, 7

But it shall not be so among you. Rather, whoever wishes to be great among you shall be your servant; whoever wishes to be first among you shall be your slave. Just so, the Son of Man did not come to be served but to serve and to give his life as ransom for many.

Matthew 20:26-28

Amen, I say to you. Whatever you did for one of these least brothers of mine, you did for me.

Matthew 25:40

“Even now the ax lies at the root of the trees. Therefore every tree that does not produce good fruit will be cut down and thrown into the fire.” And the crowds asked him, “What then should we do?” He said to them in reply, “Whoever has two cloaks should share with the person who has none. And whoever has food should do likewise.”

Luke 3:9-11

Amen, amen, I say to you, whoever believes in me will do the works that I do.

John 14:12

Jesus said to them, “Peace be with you. As the Father has sent me, so I send you.”

John 20:21

Be doers of the word and not hearers only, deluding yourselves. For if anyone is a hearer of the word and not a doer, he is like a man who looks at his own face in a mirror. He sees himself, then goes off and promptly forgets what he looked like. But the one who peers into the perfect law of freedom and perseveres, and is not a hearer but a doer who acts, such a one shall be blessed in what he does.

James 1:22-25
What good is it, my brothers, if someone says he has faith but does not have works? Can that faith save him? If a brother or sister has nothing to wear and has no food for the day, and one of you says to them, “Go in peace, keep warm, and eat well,” but you do not give them the necessities of the body, what good is it? So also faith of itself, if it does not have works, is dead.

James 2:14-17

So we, though many, are one Body of Christ and individually parts of one another. Since we have gifts that differ according to the grace given to us, let us exercise them.

Romans 12:5-6

As each one has received a gift, use it to serve one another as good stewards of God’s varied grace. Whoever preaches, let it be with the words of God; whoever serves, let it be with the strength that God supplies, so that in all things God may be glorified through Jesus Christ, to whom belong glory and dominion forever and ever.

1 Peter 4:10-11

On Generosity:

This is what the Lord then said to Moses: “Tell the Israelites to take up a collection for me. From every man you shall accept the contribution that his heart prompts him to give me.”

Exodus 25:1-2

From all the gifts that you receive, and from the best parts, you are to consecrate to the Lord your own full contribution.

Numbers 18:29

Each year you shall tithe all the produce that grows in the field you have sown...so that the Levite who has no share in the heritage with you and also the alien, the orphan and the widow who belong to your community, may come and eat their fill so that the Lord your God may bless you in all that you undertake.

Deuteronomy 14:22 & 29

The measure of your own freewill offering shall be in proportion to the blessings the Lord, your God, has bestowed on you...

Deuteronomy 16:10

It is the Lord’s blessing that brings wealth and no effort can substitute for it.

Proverbs 10:22

One man is lavish yet grows still richer; another is too sparing, yet is the poorer. He who confers benefits will be amply enriched, and he who refreshes others will himself be refreshed.

Proverbs 11:24-25

Let not your hand be open to receive and clenched when it is time to give.

Sirach 4:31

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STEWARDSHIP – SHARE THE JOY

Without cost you have received; without cost you are to give.Matthew 10:8

Much will be required of the person entrusted with much, and still more will be demanded of the person entrusted with more. Luke 12:48

On Trust:

Bring the whole tithe into the storehouse, That there may be food in my house and try me in this way, says the Lord of hosts; Shall I not open for you the floodgates of heaven to pour down blessings upon you without measure? Malachi 3:8-10

So do not worry and say “What are we to eat?” or “What are we to drink?” or “What are we to wear?” All these things the pagans seek. Your heavenly Father knows that you need them all. But seek first the kingdom (of God) and his righteousness, and all these things will be given you besides. Matthew 6:31-33

Why are you terrified? Do you not yet have faith? Mark 4:40

Give and gifts will be given to you; a good measure, packed together, shaken down, and overflowing, will be poured into your lap. For the measure with which you measure will in return be measured out to you. Luke 6:38

He who did not spare his own Son but handed him over for us all, how will he not also give us everything else along with him? Romans 8:32

On Materialism:

No one can serve two masters. He will either hate the one and love the other, or be devoted to the one and despise the other. You cannot serve God and mammon. Matthew 6:25

Some seed fell among thorns, and the thorns grew with it and choked it...This is the meaning of the parable. The seed is the Word of God...As for the seed that fell among thorns, they are the ones who have heard but as they go along, they are choked by the anxieties and riches and pleasures of life and they fail to produce mature fruit. Luke 8:7,11,14

What profit is there for one to gain the whole world yet lose or forfeit himself? Luke 9:25

Take care to guard against all greed, for though one may be rich, one’s life does not consist of possessions. Luke 12:15
Every one of you who does not renounce all his possessions cannot be my disciple.  

Luke 14:33

For we brought nothing into the world, just as we shall not be able to take anything out of it. If we have food and clothing, we shall be content with that. Those who want to be rich are falling in to temptation and into a trap and into many foolish and harmful desires, which plunge them into ruin and destruction. For the love of money is the root of all evils and some people in their desire for it have strayed from the faith and have pierced themselves with many pains.

1 Timothy 6:7-10

On True Treasure:

Do not store up for yourselves treasures on earth, where moth and decay destroy, and thieves break in and steal. But store up treasures in heaven, where neither moth nor decay destroy, nor thieves break in and steal. For where your treasure is, there also will your heart be.

Matthew 6:19-21

The kingdom of heaven is like a treasure buried in a field which a person finds and hides again and out of joy goes and sells all that he has and buys that field.

Matthew 13:44

If you wish to be perfect, go, sell what you have and give to the poor, and you will have treasure in heaven.

Matthew 19:21

But God said to him, “You fool, this night your life will be demanded of you; and the things you have prepared, to whom will they belong?” Thus will it be for the one who stores up treasure for himself but is not rich in what matters to God.

Luke 12:20-21

Tell the rich in the present age not to be proud and not to rely on so uncertain a thing as wealth but rather on God, who richly provides us with all things for our enjoyment. Tell them to do good, to be rich in good works, to be generous, ready to share, thus accumulating as treasure a good foundation for the future, so as to win the life that is true life.

1 Timothy 6:17-19
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 – 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”.
- 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!
- God gives us gifts; what we do with those gifts is our gift back to God.
- We can’t do everything but we can do something.
- “Every decision you make either moves you towards God or moves you away from God.” Deacon Jim Russell
- If we keep looking up to God in gratitude, we’ll rarely look down on others in judgment.
- When we are thankful in all situations, when we develop an “attitude of gratitude”, we begin to see all the little miracles that happen every day in our life.
- Stewardship is definitely a way of life. The way we act at Sunday Mass is the same way we should act when we are out in the world.
- Developing an “attitude of gratitude” leads us to live “God-centered” lives and not “self-centered lives”.
- We talk a lot about the gifts of time, talent and treasure, but what God wants the most is the gift of our heart. Not out of obligation, but out of love for Him and others.
The Spirituality of Stewardship

- The Diocese of Wichita, KS has a wonderful DVD series on the “The Spirituality of Stewardship” that is highly recommended to view.

- It is a four part DVD series that is designed to be given in a group setting on stewardship formation. Each DVD is about 30 minutes in length.

- Fr. John Lanzrath provides the training and is featured on the videos.

- To order a set of DVDs and corresponding training information visit the Diocese of Wichita’s website at catholicdioceseofwichita.org/stewardship-resources.
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.
- 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.
- 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 alter (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.

Dave Baranowski – 314.792.7215 – davidbaranowski@archstl.org
- 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.
- 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.
**Welcoming the Lord**

The topic of welcoming typically centers on what parishes can do to welcome visitors, new parishioners and current parishioners to the parish. This relates to our “parish” stewardship.

What about our own personal stewardship?

Do we think about how each of us can “welcome” Jesus into our own hearts, minds and bodies?

Each of us is a home for Jesus. Do we welcome Him home on a daily basis?

Or, are we too busy with our own activities and distractions to take the time to welcome Jesus into our own lives?

The first thing we should do each day is welcome the Lord into our hearts.

We can’t give what we don’t have.

If we don’t take time to welcome Jesus in our lives every day, how do we expect to welcome others into our parish community?

Remember, try to stay “God-centered” and not “self-centered” throughout the day.
# 2018 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
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.
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. **Welcome**
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.
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.
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
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.
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.
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.
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.
STEWARDSHIP - SHARE THE JOY

- 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.
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.
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.
STEWARDSHIP - SHARE THE JOY

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.

__________________________
Dave Baranowski – 314-792-7215 – davidbaranowski@archstl.org
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
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
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
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
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
**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.
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?
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](http://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](mailto:linda.laurent@gabrielgroup.com)

Stewardship Annual Reports

- **Our Sunday Visitor**

  Web: [www.osvoffertory.com](http://www.osvoffertory.com)

  Joanie Lewis  
  1-800-348-2886, ext.  
  Email: [joanielewis@osv.com](mailto:joanielewis@osv.com)

Archdiocese of St. Louis Stewardship Website

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