

September 2017



A Christian Steward is:
One who receives
God's gifts gratefully,
cherishes and tends them
in a responsible and
accountable manner,
shares them in justice
and love with others,
and returns them with
increase to the Lord.

WISDOM

from ICSC strategic partners

This month's contributions come from the following ICSC Strategic Partners:



Our Sunday Visitor



inspiring support™

The year 2017 marks the 25th anniversary of the U.S. bishops' pastoral letter, *Stewardship: A Disciple's Response*. The pastoral letter offers wisdom and guidance to all those who are responsible for the health and well-being of the Church. ICSC is celebrating the pastoral letter this year as we approach our annual conference September 17-20 in Atlanta, Georgia.

Each month ICSC sends you practical information, whitepapers, and tips, as well as other insightful information from our Strategic Partners to assist you with your responsibility as stewards of the Church.

In this edition ICSC provides for you:

- * how data from Giving USA offers optimism and opportunity for further growth for religious institutions, courtesy of CCS.
- * part two of **Our Sunday Visitor's** do's and don'ts of stewardship for millennials.
- * keys to increasing Catholic school enrollment provided by the **Steier Group**.

You can find videos from our Strategic Partners as well as additional information and resources on the home page of the ICSC website on the right-hand side under Wisdom From ICSC Strategic Partners. www.catholicstewardship.com

ICSC promotes and supports Catholic teaching on stewardship by providing education and resources for dioceses, parishes, and institutions of the Roman Catholic Church. We are very grateful to our Strategic Partners for their partnership and commitment to ICSC, and their professional wisdom is a wonderful gift to ICSC members.



Giving to Religion: How data from Giving USA™ 2017 offers optimism and opportunity for further growth

Carl Cervi, Vice President, CCS

September 2017



On June 13, The Giving USA Foundation™ published The Annual Report on Philanthropy with the announcement that 2016 was the United States' most philanthropic year to date. Approximately \$390 billion was given to philanthropic causes, **which equates to more than \$1 billion per day in charitable giving!**

While this represents an overall increase of 2.7% in giving as compared to 2015 levels, there should be particular optimism when one looks at the faith based or religious sector.

Giving to religion represents 32% of all giving, or \$123 billion, and received an increase of 3% (1.8% when adjusted for inflation) in 2016. Giving USA has defined giving to religion narrowly, focusing only on congregations, missions, religious media, and other related organizations and institutions. If giving to all houses of worship and to all religiously-oriented charities are included, **it is estimated that up to 75% of all giving could be considered religious in nature.** (Examples of this include giving to social service organizations such as the Salvation Army or religious affiliated universities or medical institutions).

Three specific lessons can be taken from the data acquired from Giving USA 2017™ relating to religious fundraising:

- 1. While the numbers of families giving online to religion continues to increase (up 8.9% in 2016 according to Blackbaud), great potential remains to migrate more donors away from traditional methods (e.g. envelopes) and towards directly using E-Giving (credit/debit cards or EFT).** The Center For Applied Research in the Apostolate (CARA) found that of the approximately 70 million Americans that identify themselves as Catholic, approximately 36 million regularly attend church once a month. This means that it is likely these parishioners are making a contribution perhaps one Sunday in each month or at best in infrequent intervals. Registering parishioners to make a reoccurring weekly contribution online means churches can almost guarantee 52 weekly contributions regardless of an individual's attendance.
- 2. #GivingTuesday offers religious organizations a valuable opportunity to connect with donors, and have produced positive results for some congregations and organizations in recent years.** Religious groups should consider setting a targeted fundraising goal for the day and encourage support through emails and social media posts to donors. Shaping a #GivingTuesday message around a specific project, case element, or cause coupled with a matching gift opportunity can not only raise money, but also encourages the involvement of the entire community in a concerted spirited effort.
- 3. More than any other non-profit subsector, religious institutions dominate the charitable landscape in the United States in terms of volunteering. This year's report quotes a figure of American congregations deploying 7.5 million volunteers and sponsoring 1.5 million social programs (Brian Grim, Georgetown University).** What does this mean for fundraising? Fundraising professionals find that the more involved an individual is in their non-profit, the higher the probability that he or she will also support the cause or organization with their philanthropic dollars. In the case of religious organizations, a targeted effort to recruit new members to committees, ministries, and active groups within the organization will lead to greater participation when it comes to "passing the collection plate." Existing ministry members and active volunteers will also pay dividends when forming the leaders for your institution's next capital campaign.

While competition for the philanthropic dollar remains fiercely competitive, houses of worship should take confidence in the fact that giving to religion has been increasing year over year, and still remains the largest philanthropic sector. By investing in electronic giving and creating a concerted campaign to migrate donors from traditional methods to online, there remains great potential for increased levels of consistent giving to religious institutions.



The Do's and Don'ts of Stewardship for Millennials Part 2

Katie Herzing, Parish Coach

In a [previous installment](#) of ICSC Wisdom, we discussed two of the four pillars of Stewardship (Hospitality and Formation) as they relate to Millennials with some Do's and Don'ts. Today we will discuss the other two pillars of Stewardship: Prayer and Service.

Remember: Millennials make up more than 75 million Americans and most people think they aren't passionate, authentic, or into relationships. That stereotype gives this generation born between 1981 and 1997 a bad name in business, online, and the Church. More than 25% of them identify as "none" regarding their religion, and this number is increasing year by year. This doesn't mean they aren't passionate about causes they believe to be authentic. Millennial Catholics who are involved in their parishes or other non-profits continue to surprise older generations with their commitment to what they believe in.

PRAYER:

Prayer is the basis of every relationship with God. Prayer is to the soul what food is to the body and without it we would not be connected to the Lord or the Church. It is through receiving God's abundant graces that we grow in holiness. The connection of prayer brings the Eucharist into Stewardship. According to the Catechism, the Eucharist is the source and summit of our faith and a relationship with Christ. It is through the pillar of prayer that we help our parishioners develop their individual relationship with the Lord.

DO:

- Invite people to a real encounter with Jesus Christ and encourage them to develop a personal relationship with Jesus Christ through prayer.
- Focus on authentic Liturgy creating an environment that welcomes people on all areas of their faith journey.
- Provide a variety of opportunities for prayer at the parish such as a Rosary group, Eucharistic Adoration, celebrations of the Saints, and more for people in all levels in their faith journey.

DON'T:

- Assume that a parishioner already has a relationship with Christ.
- Feel as if you have to cater to cultural music trends in order to engage millennials.
- Assume families are too busy or not interested in prayer or don't care about it just because "life is so busy in our culture."

SERVICE:

Service is how we put our love for the Lord into action. As James states: "Faith without works is dead." This doesn't mean St. Peter is going to be checking our Community Service hours at the pearly gates. It does mean that without actions, how would we show our love? If a husband says "I love you" on his wedding day and then proceeds to ignore his wife for the next 50 years, would we say that he was in love with her? Probably not. Service to the community, within our parish, and our families is the outward sign of our love for the Lord. It's how we live out the Sacramental Grace we receive in Baptism, Confirmation, and weekly reception of the Eucharist. It is inseparable from our Love for the Lord.

DO:

- Build service events so the entire family can get involved regularly: shorter time commitments while making a big impact that can be done frequently.
- Invite people personally to get involved, especially when considering ministries for serving at Mass.
- Determine what your parishioners are passionate about and then serve in those areas in a big way whether it's a local community organization or a sister community overseas.
- Share with the entire community how each person is making a difference through your print & digital communications as well as from the pulpit by Father.

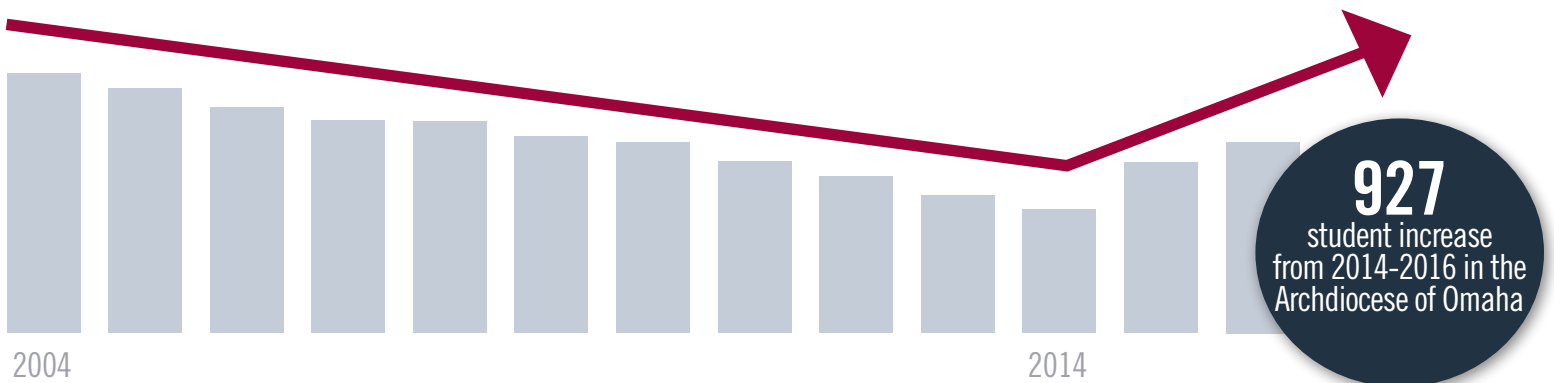
DON'T:

- Schedule service events only during the day when working people can't join.
- Make parents find baby-sitters for events because their kids can't participate.
- Make large sweeping invitations – invite people personally!

STEIERtips

JIM STEIER, CFRE
CHIEF EXECUTIVE OFFICER

KEYS TO INCREASING CATHOLIC SCHOOL ENROLLMENT



In 2012, the Archdiocese of Omaha embarked on an ambitious plan to increase enrollment in its Catholic schools. Based on market research, feedback from donors and input from Catholic educators and administrators, the archdiocese identified six key initiatives that held potential to increase enrollment. In addition to an extensive marketing campaign, the archdiocese hired a Latino enrollment coordinator, explored blended learning, supported school strategic planning, funded leadership development and offered a tuition discount for public school transfers.

A few of these initiatives have proven especially effective and could offer solutions for dioceses across the country.

Marketing campaign: The “Awaken Greatness” marketing campaign engaged potential school families across the archdiocese with creative branding. The campaign touted the benefits of Catholic schooling while increasing awareness of the options available. Although you may not have the funds to do an extensive campaign, increasing brand awareness is valuable to all organizations.

Hiring a Latino enrollment coordinator: The archdiocese recognized that the Hispanic population of the Omaha area was not being fully served by Catholic schools. This hire led to 425 additional Latino students enrolling in Catholic schools over two years. Is there a segment of your population that you aren’t fully serving? Finding a way to target that demographic could pay off significantly.

Funding leadership development for new principals: By investing in your newest leaders, you set them up for a successful career. That can pay dividends in both the short and long term. Enroll all new principals in leadership development. You can also pair new principals with experienced mentors.

The success of these efforts has been demonstrated by the significant increase in enrollment the Archdiocese of Omaha achieved from 2014-2016. The increase of 927 students represented the largest enrollment growth of any diocese in the country during that time. More than 60 percent of schools in the diocese have realized enrollment gains.

For more information on how the Archdiocese of Omaha turned around its enrollment decline, visit <http://bit.ly/OmahaArch>.

