

November 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

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:

- * fascinating statistics on Catholic giving shared by **CCS**
- * three trends regarding stewardship among women offered by **GP Catholic Services**
- * five tips to help with communication efforts for the school year courtesy of **Our Sunday Visitor**

Visit the ICSC website and view **CCS'** video, *A Look at Today's Catholic Giving Landscape*

<http://catholicstewardship.com/our-partners/strategic-partners/>

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.

CATHOLIC GIVING LANDSCAPE

A SNAPSHOT OF THE CATHOLIC POPULATION¹



74.2 million

Self-identified Catholics in the U.S.

67.7 million

Catholics belong to 17,233 parishes

RELIGIOUS GIVING²

Religious giving receives the largest share of dollars in the U.S.

\$122.9 billion or 32%



74%

religious organizations reported an increase in charitable contributions in 2015.³

CATHOLIC GIVING REMAINS STRONG

Total U.S. parish offertory: **\$8.5 billion, up 23%** from 2000⁴

Church-going Catholics who donate to charity annually: **91%**⁷

Weekly mass goers who give to their annual diocesan appeal: **43%**⁵

WHY DO CATHOLICS GIVE?⁶



Impact of Gift

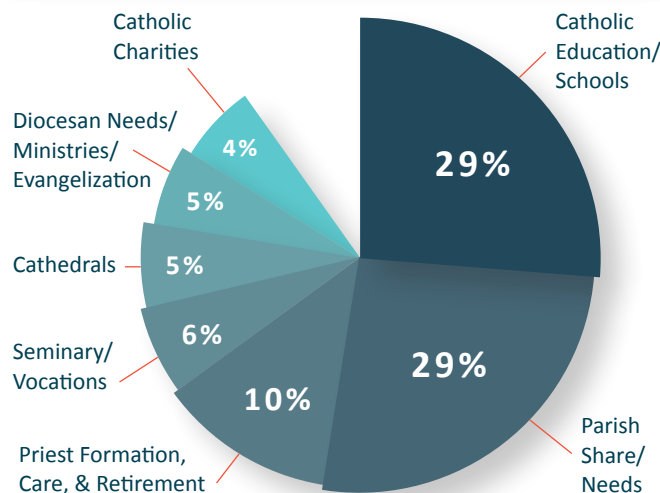


Religious/Moral Obligation



Giving Back to Community

MOST COMMONLY SUPPORTED DIOCESAN CAMPAIGN ELEMENTS⁶



DYNAMICS IN THE CATHOLIC COMMUNITY

Between 2007 and 2014:
Catholics declined from 23.9% to 20.8%¹ ↓

Between 2007 and 2013:
Weekly mass goers in the U.S. declined from 41% to 39%⁷ ↓



Hispanic Catholics in the U.S.: 43%⁸

60% of all Catholics under the age of 18 are Latino⁹

CATHOLICS ARE EXPERIENCING A SPIRITUAL RESURGENCE!

Of those who have increased their giving in the past year, **77%** say **Pope Francis** has inspired their giving.

50% say they are motivated to help others because of **the Pope's** message of compassion to the poor.

85% of Hispanics say **the Pope** had significant or some influence on their giving.¹²



About **24%** of U.S. Catholics increased giving to general charitable causes.¹¹

1 Center for Applied Research in the Apostolate
 2 Giving USA 2017
 3 Nonprofit Research Collaborative
 4 Center for Applied Research in the Apostolate
 5 The Catholic Online Giving Survey
 6 CCS Analytics (2012-2017)
 7 Pew Research Center and the General Social Survey
 8 Church in the 21st Century at Boston College, 2016
 9 Church in the 21st Century at Boston College, 2016
 10 "U.S. Catholics View Pope Francis as a Change for the Better," Pew Research Center, March 16, 2014
 11 Foundations and Donors Interested in Catholic Activities, 2014
 12 The Catholic University of America's Institute for Policy Research and Catholic Activities and Faith in Public Life, 2015



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Women and Giving: Stewardship for Success

A number of studies demonstrate that three trends exist when it comes to stewardship among women: increased access to education, income, and wealth; a strong desire to use wealth for good; and a growing body of knowledge about the engagement preferences of supporters.

+ EDUCATION

Since 1982, **more women than men** in the United States received bachelor's degrees. Beginning in 2009, **more women received doctorates than men.**

+ VISION

Women see giving differently:

1. Women are nearly **twice as likely as men** to say that giving to charity is the most satisfying aspect of having wealth.
2. **High net worth women** are more likely to value that their wealth is a **way to create positive change.**
3. In **84% of high net worth households**, **women** are either the **primary decision maker** or the **joint decision maker** about investments.

+ PROFESSIONS

Women represent:

- 33% | Doctors
- 36% | Businesses led by female entrepreneurs
- 36% | Lawyers
- 52% | Accounting Undergrads
- 52% | Management, Professional, and Related Positions
- 56% | Pharmacists



+ WEALTH

51% 

of personal wealth in the U.S. is controlled by women and totals \$14 trillion. This is expected to rise to \$22 trillion by 2020.

45% **of millionaires** in the U.S. are women.

39% **of top wealth holders** are women, with \$5.15 trillion in assets.

40% of households have a woman as the **primary breadwinner.**

GP Catholic Services, a Graham-Pelton Company, is a leading fundraising consulting firm serving the Catholic Church. Specializing in designing and managing fundraising campaigns for dioceses, schools, parishes, and religious orders, we offer decades of fundraising and development experience with a powerful focus on the Catholic Church.



Back to school

Stephen Logan, Digital Product Specialist

Summer is coming to a close, so it is time to open up your communications to students and parents as school starts. While teachers, students and parents start to gather their gear to get ready for the new school year, it is also a great time for parishes and schools to make sure they have done their own homework for getting ready for the school year. Religious education and parish programs can go to the head of the class by using these five tips to help with their communication efforts this school year.

1. Update the calendar

Take down any old information from the calendar and make sure it is ready for the new school year. If you are still using a paper calendar and posting a PDF, try switching to a digital calendar for your website. It is easier to update, change in real time and better for mobile users who can subscribe to the calendar with their smartphone.

2. Change out your pictures

Is the baby in your baptism picture now in high school? Has your homepage pictures ever changed recently? Ever? It might be time to change out your pictures. Even a few new ones can really spruce up your app and website.

3. Have forms and resources linked to your website and app

I may have lost a permission slip or three when I was going to school and religious ed. I'm sure your family hasn't lost a form, but I'm sure you know someone who has. It might be a good time to make sure you have backup forms posted on your website and linked in your app. This might be a good opportunity, if your site has an electronic forms feature, to collect and sort information for your parish and/or school.

4. Advertise the Website and App as the go to communication method

If you are putting all the updates in place, it would make sense to make sure people know your web address and download your app. The new school year would especially be a good time to let smartphone users know to download your app so they can receive push notifications and have the most accessed information at their fingertips. Make sure you advertise your website on all print communications.

5. Make sure you have staff trained to make updates

If you have had any new staff join or you just want a refresher, take some time to get familiar with your website and app so they can make simple edits and updates if they need to do so.