

June 2018



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:



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. 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.

In this edition ICSC provides for you:

- * nine tips for effective communication offered by **GP Catholic Services**
- * an assessment from **Greater Mission** to help determine the effectiveness of your stewardship and development efforts.
- * four reasons to revisit a parish app courtesy of **Liturgical Publications**.
- * four steps to increase giving by **Rebuilt Parish Association**

Visit the ICSC website, ICSC Partners and view the video from, **Liturgical Publications**
Stewardship, Answering the Question of "Why?"

Find this video and additional information and resources from our strategic partners by clicking on: [ICSC Strategic Partners](#)



October 28-31, 2018
Nashville, Tennessee

For the full conference schedule
click above

With over 80 sessions available for those serving in a parish, school, diocese, foundation or ministry, the opportunities for idea-swapping with colleagues are plentiful. The amazing Liturgies are certain to inspire and send us forth. There is truly something for everyone at this conference!

9 TIPS FOR EFFECTIVE COMMUNICATION

Today, the human attention span barely exceeds 8 seconds.

More than ever, dioceses, parishes, and schools must deliver their messages clearly and concisely if they are to capture attention and ***move people to action.***

1 Define your purpose.

Clearly, concisely, and consistently establish the reason for your outreach.

2 Know your audience.

Catholic audiences are diverse, varied, and constantly changing; make sure you understand the people for whom your message is intended.

3 Stir the imagination.

Use language and imagery aligned with your mission and audience.

4 Engage your leaders.

Make sure your communications are aligned with the greater vision of your organization.

5 Find people who really listen to you. Listen to them.

Communications experts are accustomed to listening beyond the words. Keep an open mind and be open to a new approach.

6 Be open to different points of view.

They will undoubtedly serve to strengthen your message.

7 Inspire people in unexpected ways.

The best way to catch people's attention is to catch them by surprise.

8 Use different channels.

Different audiences use different channels for communications. Consider where your audience is most likely to receive your message, and learn how to most effectively use that channel.

9 Remember, patience is a virtue.

Rome wasn't built in a day, and neither is a strong communications strategy.

Stewards of Possibility: Solid development plans + effective staffing models add up to great possibilities for mission growth.

In our experience, the mission of the Church is not realizing its true potential, in part because the Church often lacks a comprehensive process of planning and staffing for fund development. Mother Teresa is famously credited with saying, *No Money, No Mission*. Are you fulfilling your potential for funding your mission? To evaluate your comprehensive development efforts, rate the six areas of planning explained below:

Ratings: 5 - Very Weak, 10 - Weak, 15 - OK, 20 - Strong, 25 - Very Strong

Add your points for the six areas and then divide the total by six to create an aggregate self-evaluation for your stewardship and development program. Think about building a comprehensive plan that helps you progressively build toward becoming very effective Stewards of Possibility.

One: Ministry and Facility Plans 5 10 15 20 25 Rating: ____

Everything starts and ends with your mission. How are you planning to grow the ministry and faith-life of your community? Are your facilities adequate for serving your community at a high level? The Church is competing with many adverse cultural forces. Begin with a regular process of discerning how to build on your ministry strengths and become more effective in advancing your sacred mission. A regular cycle of evaluation and planning is essential in these times when so much around is changing at such a rapid pace. Winning in ministry is like trying to win a marathon. You have to win one stage at a time in a very long race. A good plan for increased funding is what allows you to plan for the new possibilities that will advance your mission.

Two: Annual Giving 5 10 15 20 25 Rating: ____

The lifeblood of your mission, ministry and operations is a good plan for Annual Giving. How well organized is your annual giving plan? Has it become an integral part of your culture where everyone expects it? What are your goals for annual giving and how do they sync up with your annual ministry plans? What are your strategies for increasing the support you will need through annual giving? At the parish level, Annual Giving encompasses Parish Stewardship – a regular annual process of teaching, inspiring, engaging and inviting members to see their whole lives as a gift from God and to respond with faithful generosity.

Three: Foundation/Corporate Grants 5 10 15 20 25 Rating: ____

One of the forms of strategic philanthropy on a significant rise are foundations. There are a growing number of individual, community, and corporate foundations established with the sole focus of giving money to charitable agencies and church ministries that are serving communities in ways that align with their philanthropic priorities. Church organizations that serve the marginalized, care for the elderly, educate children and carry out many different life-changing ministries can apply for grant support from foundations and corporations. Churches are also creating their own foundations at the diocesan level to build their own permanent endowment funds to create perpetual mission funding streams.

Four: Leadership & Legacy Giving 5 10 15 20 25 Rating: ____

Fund development thrives when a tremendous emphasis is placed on leadership and legacy giving. Leadership gifts, alternatively called major gifts, focus a great amount of development staff time on nurturing relationships, building engagement and inviting generosity from the people that have the financial capacity to make large transformational gifts. Plans to inspire legacy giving often yield the largest gifts that people can make. The best plans create a campaign-like approach to inspire and invite a large number of legacy donors, most often through bequests. Legacy giving is often used to build long-term endowments that help advance mission and secure future ministry.

Five: Campaigns & Continuation 5 10 15 20 25 Rating: ____

Capital and endowment campaigns yield the largest amount of increased giving in a three to five-year for special projects and programs. The strongest development plans incorporate a design for a campaign every six to twelve years. Hallmarks of a campaign are a well-organized case for support, a good leadership and volunteer structure, enhanced staffing using outside counsel, personal solicitation efforts, and multi-year pledging. If designed properly, campaigns will elevate your overall giving to higher ongoing levels as pledge redemption concludes. Campaign Continuation builds a structure to maximize pledge redemption and invite secondary campaign gifts that build even greater results.

Six: Communications & Relationships 5 10 15 20 25 Rating: ____

The Church has an array of tools to communicate messages to thank, report, inform and inspire members to want to be even more generous. Plans should be designed and consistently implemented using both digital and print methods to deliver compelling messages, incorporating narrative, photos, images and info graphics. While the Church often invites leadership gifts in capital campaigns, many Church organizations have not created the staff and system infrastructure to move from transaction-based to relationship-based fund development. Universities and other institutions have proven the effectiveness of engaging members, caring about them and getting to know what they care most about. This leads to great relationships and capacity-level generosity.

Greater Mission is a national group of dedicated professionals focused entirely on helping the Church advance its sacred mission. We serve dioceses, parishes, schools and agencies with a wide breadth of experience and a complete array of stewardship and development solutions.

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Greater Mission



ICSC Strategic Partner

4 REASONS TO REVISIT A PARISH APP

Diversity. Mobility. Accessibility. For parishioners on the go, having access to information at their fingertips is a necessity. 95% of Americans own a cellphone, and for 77% of us, our smartphones allow us mobile access to any information needed. Millennials get roughly three-quarters of their news from online sources. Most parishes have recognized the need for a website. But even if your website is mobile friendly, we still recommend having a dedicated parish app for your church community. But why?

1

EFFICIENCY

Hunting down your parish website — even a mobile-friendly one — requires a series of steps. Opening your browser, painstakingly typing your search, finding the right church, then locating the information you need ... these things take time. If someone is in a rush to find a Mass time or an updated liturgy schedule, this isn't the most efficient option. With a parish app, you give your parishioners access to the information they need in a single click.

2

ENGAGEMENT

Parish apps provide opportunities to connect to groups and ministries. Rather than having information be lost in an inbox pileup, apps allow for push notifications with relevant information. Parishioners can receive targeted messages for the groups they're involved in or interested in. Whether it's a request for volunteers or a youth ministry cancellation due to excessive snow, there's no guesswork or gambling on someone checking their email in time.

Parish apps also allow for events, activities, and ministry meetings to be represented on a common church calendar. Not only can a parishioner check to see when their event is happening, but it allows them a window into the broader life of your parish. By discovering new events, parishioners can expand their engagement according to their interest, availability, and God's prompting.

3

CATECHESIS

Most Catholic organizations have their own app these days. Help your parishioners clear up their home screen! Parish apps allow you to provide RSS for your top, favorite-to-follow Catholics like Pope Francis, Catholic Relief Services, Bishop Barron's Word on Fire, Catholic Answers, or EWTN. If your parish keeps a dynamic blog, you can connect to it here. Many apps also directly allow you to access a library of Catholic prayers and even daily readings from the USCCB.

4

CONVENIENCE

As any parish staff member knows, double-entry is a headache. Spending time inputting information in two locations means less time in ministry and other pressing responsibilities. There are a variety of web hosting platforms and app providers, and few of them integrate smoothly. Look for products that offer a single digital communications solution for your parish, solutions where relevant updates to the website push directly to the app, save you time and energy, and free up one more spot on your to-do list.



BECAUSE VIBRANT
CHURCHES MATTER

4 Steps to Increase Giving

By Tom Corcoran, Associate to the Pastor at Church of the Nativity, Co-Author of the Rebuilt Book Series

Much of parish leadership simply comes down to asking others to give more of their time, energy, and resources to build God's kingdom. People do not naturally give these things away so they need to be asked.

When it comes to increasing generosity in our churches, if we do not ask people to begin giving or grow their giving, then it will not happen. That sounds easy enough but so often we ask people in the wrong way. When we ask for money we focus on the needs of the Church. However, people do not give (long term) to neediness. If we ask over and over out of need, we will not be successful increasing generosity for the long term.

Our parish's giving has grown considerably over the last few years. We were able to build a brand new church with **zero** debt. Here is what we've learned about how to ask for money well.

1 *First and foremost ask people to give and support a vision.* Paint a vision for what giving will accomplish in their lives. Let the people in your pews know that when they give as an act of faith their relationship with God will grow. As giving grows, so does our faith and trust in God.

2 *Paint a vision for what their giving will accomplish in the lives of others.* When asking for money, read letters or e-mails from parish members whose lives have been changed for the better. Everybody wants their life to matter; people will give to a vision that makes a positive impact on others.

3 *Ask people to give thoughtfully and prayerfully.* Since giving is about growing in faith, we want to give people time to consider their gift. Paul models this idea for us. He writes to the Corinthians, "So I thought it necessary to urge the brethren to go on to you before me, and arrange in advance for this gift you have promised, so that it may be ready not as an exaction but as a willing gift." 2 Corinthians 9:5

4 *Ask specifically.* When asking people to give money, we only ask for money. We have found that when we ask people for their money **and** their time it becomes confusing. Asking only for people to increase their giving allows people to really give thoughtfully.

Increasing generosity is as simple as asking people to give. Make sure you ask well.