

August 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:

- \* how to help diverse communities engage in the mission of their parish or diocese by **GP Catholic Services**.
- \* how to reach your flock through a well-designed app and website courtesy of **J.S. Paluch Company**.
- \* how to choose the right fit when planning for your parish's ministries offered by **Lynch Development Associates**.



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!

# Unity in Diversity: One Size Does Not Fit All

**When it comes to teaching stewardship in diverse multicultural and multilingual communities, one size definitely does not fit all. How should parishes and dioceses approach the opportunities and challenges of diverse ethnic, cultural and economic groups?** By Dan Conway, Senior Vice President

Unity in diversity is the vision that the bishops of the United States proclaimed in *Welcoming the Stranger Among Us: Unity in Diversity*, which was published in 2000 during the Great Jubilee year. Looking back on the history of Catholicism in our country, the bishops called attention to the waves of immigration that shaped the character of our nation and of our local churches. The bishops also observed that the immigrant experience, which is deeply rooted in our country's religious, social and political history, is changing.

During the past half century, these new waves of immigration have challenged our society and our Church to remember where we came from as the descendants of immigrants and where we are headed as people who are on the way to a better life and a more secure world characterized by unity, peace and prosperity for all.

The overall challenges faced by dioceses and parishes as they welcome people from diverse cultures, and as they seek to engage them in the life of the Church, is magnified when pastoral leaders try to teach stewardship principles and raise the funds needed to carry out the Church's mission. What's the appropriate word for "stewardship" in Spanish or Portuguese or Korean? Even more importantly, how do different cultures understand—from the inside out—what it means to develop and share God's gifts with their families, their community and the Church?

Every member of the Catholic community, regardless of his or her place of origin, ethnic or cultural heritage, economic or social position, and legal status, should be welcomed as Christ and should be encouraged to feel a genuine sense of membership and belonging. This means that everyone has the right and responsibility to embrace the call to holiness and to exercise responsible stewardship of their time, talent and treasure.

**How do we reach out to everyone? How do we make sure that diverse communities are appropriately engaged in the mission of their parish or diocese? Doesn't this require resources of time, personnel or budget that most parishes and dioceses don't have?**

## 1 Tap leaders

Identify local leaders in communities that are diverse ethnically, culturally, or economically.

## 2 Devote time

Visit their parishes. Spend time listening to them about "what works" and "what doesn't work" in their parishes.

## 3 Embrace uniqueness

Design methods and supporting materials that reflect the unique traits of different communities while remaining faithful to fundamental principles and best practices.

## 4 Support your case

Use tools such as printed and audio-visual materials, in consultation with local leaders, that "speak the language" of the people in each community.

GP Catholic Services, a division of Graham-Pelton Consulting, 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.

## ***One Beautiful Voice: Reaching your flock through a well-designed app and website***

*Beethoven's Mass in C Major* is a triumph of the human spirit, perfectly blending the range of an orchestra with the feeling that can only come from a classical choir. If you've never heard it, I recommend taking two minutes right now and going to YouTube to check it out. (You can find it here: [www.youtube.com/watch?v=4UzITmh5BD0](http://www.youtube.com/watch?v=4UzITmh5BD0)) From the start, the Mass is built to elevate the mind and spirit through beauty, acting as a perfect complement to the liturgy it was ultimately meant to accompany.



In our digital age, we can learn two lessons from Beethoven. The first is that we must lead with the beautiful. Beauty naturally draws us in and prepares our mind to receive truth. Pascal would say that the heart is the gatekeeper to the head, so any message your church has should begin in beauty before leading to truth. Practically speaking, this means that the message you convey about your community through your app and website should be beautiful. Your digital presence should speak about the beauty of your community and draw people to the Truth of Christ through the beauty you present.

There are a few simple rules to follow to lead with beauty. First, keep things simple. Art and design are similar in that we are drawn to elegance and simplicity. On a website, make sure that you lead with high-quality photos and keep text to a minimum. On an app, hide menus and icons so the home screen does not feel cluttered. Focus on a single message or most useful feature in the initial screen people see; other information can be hidden beneath a scroll, similar to items in a newspaper that share the front page 'below the fold'.

Second, find a professional to help you craft your digital presence. In the same way that you would hire a sculptor for a Marian shrine statue or a painter to add murals to your parish, find someone who understands the need for beauty in the digital. Ask to see their work and find someone whose taste and artistic sensibilities matches your parish.

The second major lesson from Beethoven is harmony. The orchestra parts involve many instruments and strings, and the choir parts are perfectly complementary. In the same way, the facets of your digital presence should form a harmony. This means using the same design and branding on your website, your app, and your social media pages. It also means having a presence, even a basic one, in all these areas. The uses for an app, a website, and a Facebook page are similar but complementary, and your parish is at its best when all these areas are harmoniously meeting the needs of your flock.

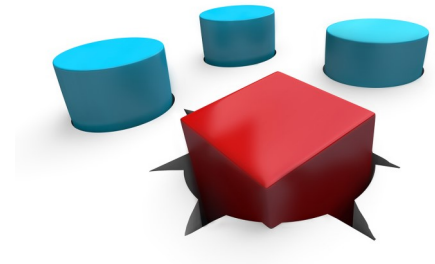
When you lead with the beautiful and find a harmony of message, your parish can find the same pure notes, digitally speaking, that Beethoven found in music: a beautiful work, glorifying God.

  
**J.S. Paluch**  
Company

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# Choosing the Right Fit

## For Your Community



Often times when parish leaders are planning for their parish's ministries, campus and growth, the subject of finances will surface. Questions like, "Should we do an Increased/Enhanced Offertory Appeal?"; "Maybe we should look at Stewardship?"; "Do you think we should consider a Capital Campaign?" There is no one-size-fits-all approach when it comes to parish communities and their needs. As a matter of fact, the wrong fit has the potential to cause damage. Here are just a few things to consider when making your decision.

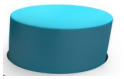
### INCREASED/ENHANCED OFFERTORY



A parish should consider an increased/enhanced offertory program to help meet your short term, immediate financial needs in regard to your operating budget. Usually used as a standalone one-time effort, the parish's financial standing and short-term needs are outlined for the community and each person/family is challenged to increase their weekly gift to support those needs. This approach establishes a direct connection between the function and services of the parish and their dependency on the level of support given. While an increase of 20% or better may be realized, rarely is the result sustainable. This method should be viewed as a short-term fix rather than a long term strategy.

### STEWARDSHIP INITIATIVE

Parish communities that wish to cultivate and develop a spiritual and scriptural foundation toward giving with their parishioners should opt to begin with a comprehensive Stewardship Initiative. This approach is based on our call to discipleship and a responsible embrace of our Baptismal promise to use and share our gifts to help build up the Kingdom of God. This biblical and prayerful approach can yield an increase in engagement, ministry, spirit and financial resources. Financially speaking, done well, an initiative like this can see an increase upwards of 40%. This increase can be sustained and grow in subsequent years through regular annual renewals, catechesis and a continued commitment to true Stewardship.



### CAPITAL CAMPAIGN

Capital campaigns don't always mean that you must build something! When significant resources are needed for deferred maintenance, a building project, debt or extraordinary mission and ministry support, a capital campaign may be the best fit. Consider a campaign once the short-term capital needs of the parish exceed 15% of the annual regular offertory (excluding Christmas, Easter or Special Collections). Conducting a capital campaign can bolster the parish with the necessary funds to relieve financial or material stress and provide a more promising future for the parish. Once this weight is lifted, the parish can once again focus on the mission at hand, making disciples and building God's Kingdom. Using a stewardship-based campaign approach will incorporate the spirituality of giving all gifts through prayer and planning and set the foundation for continued generosity.

So, where does your parish fit? Be careful not to "waste the ask" with the wrong approach. Before entering into any of these solutions, discern what is the right fit for your community.

# L·D·A

## LYNCH DEVELOPMENT ASSOCIATES

*LDA is a nationwide Catholic development firm that specializes in assisting dioceses, parishes, schools and other entities with their development needs. Our directors are intimately involved in every aspect of your campaign enabling us to maintain a 98% success rate in meeting our goals. Decades of experience allows us to give clarity to your vision and together, make your dreams a reality.*

Contact us for a free consultation:

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