

October 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:



October 28-31, 2018
Nashville, Tennessee

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:

- * six lessons on life and leadership that stewardship teaches courtesy of **GP Catholic Services**.
- * learn how campaigns can generate new levels of engagement and generosity from **Greater Mission**.
- * how to effectively gather data and start building a vibrant parish offered by **Liturgical Publications**.
- * conference presentation topics offered by **ICSC Gold and Silver Strategic Partners**.

At the annual conference, the Strategic Partners present inspiring and innovative ideas for attendees to take back and use immediately in their ministries. Please turn to page five for a list of presentations you will see at the conference in October.

6 LESSONS ON LIFE AND LEADERSHIP THAT STEWARDSHIP TEACHES

2018 marks the 26th anniversary of the pastoral letter, *Stewardship: A Disciple's Response*.

GP Catholic Services' Dan Conway has made stewardship his life's work. He offers his six top takeaways **from this life-changing letter**.

- 1 Stewardship is a lifelong responsibility.**
Because God never stops giving, a Christian steward is constantly being invited (and challenged) to receive, cherish, share, and return with increase the fruits of God's abundant generosity.
- 2 Stewardship deepens spirituality.**
It challenges us to let go of any false notions that we are somehow in control of our lives, our skills, and our talents, or our material possessions. We are not the authors of our own existence. We are not the owners of our spiritual and material gifts. We are stewards (caretakers or custodians) of what belongs entirely to God.
- 3 Stewardship is a source of grace.**
When we respond to God's goodness by growing in gratitude, responsibility, and generosity, we can experience the difference that stewardship makes in our daily lives.
- 4 Stewardship is not a program.**
It is a way of life. It requires nourishment and practice. A Christian steward is one who makes a conscious decision to remain open to God's grace and to respond from the heart to whatever opportunities and challenges may come.
- 5 Stewardship is humbling.**
Archbishop Thomas J. Murphy was the principal architect of the pastoral letter on stewardship. When he was diagnosed with leukemia, he used the principles of stewardship to acknowledge that even cancer can be seen as a gift from God. He recognized the workings of a good and gracious God in the skill and dedication of his medical team and the love and support he received from his family, friends, and community.
- 6 Stewardship raises awareness.**
It helps us recognize that both ordinary experiences of daily living and the most profound moments of our life and death are gifts from God to be cherished and shared with others.

Campaigns: Ministry For Mission

In the Church, campaigns are considered by too many leaders to be a major interruption to the regular life of the faith community, a process to get over as soon as possible, and something to consider only when necessary for a major building renovation or new construction.

However, other institutions such as universities have come to see campaigns as a strategic priority – pivotal to funding the expansion of their mission as well as a dynamic way to rally their constituents to **new levels of engagement and generosity**.

That stark contrast in disposition has garnered significant growth and resulted in tremendous mission impact for universities and hospitals; while the Church has too often been forced to close schools, reduce or underpay staff, and lower its overall ministry standards.

Campaigns are our friend. They are the most strategic way that the Church can fund the growth of its mission. While campaigns are often thought of in regard to funding capital needs, this is only one of the ways that campaigns can advance the Church's mission. A second major way is through the building of **endowment funds** that also open the door to legacy gifts, the largest untapped resource pool available to fund ministry. Research shows that over 90% of people give to a charity during their lifetime, but only 6% make a legacy gift.

The third major way that campaigns can advance the Church's mission is by investing funds to build the Church – capital C. This means funding **new ministry initiatives** over a certain period of time. For instance, a new Evangelization Excellence Center can be funded in a diocese or a parish over a five-year period through a campaign. Monies could be allocated to staffing, training, communications, events, and operations. Ideally over time, funding for the Evangelization Excellence Center would be extended in a renewal campaign, or through permanent endowment, major gifts, or the annual budget. Even if funding could not be assured permanently, the new initiative can still have a transformational impact in the Church's life and change the trajectory of its growth. In universities, research projects often get funded for only a certain period with the hope of future renewal based on outcomes.

We need to think in bold and creative ways about **what is possible** for our Church. Campaigns can often yield two to three times the annual income of a parish, sometimes more. If your parish has revenue of \$750,000, you could ask the question right now: **What would we do with an additional \$1.5 to \$2 million if we could raise it?** That simple question can open whole new possibilities for your parish and its ability to plan for a future that is full of hope. If the plans developed are clear and compelling, and if the campaign is designed and executed well, your mission will be advanced in very important new ways.

As important as campaigns are to funding projects and ministry, the way a campaign is conducted can also serve as a form of ministry in and of itself:

1. The process of **listening** as plans are developed and **engaging people** before final plans are determined will build shared ownership.
2. The way that **new relationships** are formed, and existing relationships are deepened within a community can have a unifying effect.
3. The caring approach that is used to help people understand and **get excited** about the Church's future is important.
4. The way that Church members are shown how to pray about their generosity as a **decision of faith** is formative.
5. The experience learned, and the new systems established through a campaign will translate to **future stewardship** and development success.
6. The way that people are **thanked and informed** about the impact of their generosity is invaluable.

All of these aspects of a campaign go way beyond a transactional nature. All of them bring a dimension of ministry whereby people are drawn closer to God and to each other in the way of radically selfless and generous love. This is how a campaign can work at the highest level as a form of ministry *and* as a way to generate substantial new funding for the Church's mission.

The Greater Mission team serves the Church. We are dedicated to providing campaign, consulting and contract staffing solutions to the Church and faith-based ministries. Working closely with local leaders and staff, we are humbled and honored to serve this sacred mission.

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Greater Mission

ICSC Strategic Partner



LEVERAGING DATA

FOR MISSION ENGAGEMENT

START BUILDING YOUR VIBRANT PARISH, ONE PARISHIONER AT A TIME

Parish life is unfolding all around you. Visitors come and go. Ministries thrive or flounder. Donations ebb and flow. Behind each of these movements are hundreds, even thousands of data points, and behind each data point is a story. Knowing your parishioners' needs, interests, and current situations is essential to engaging them effectively.

Data doesn't hide people behind a spreadsheet. Data helps you gather people strategically, in a way that maximizes your church's disciple-making capabilities. Throughout their life, the average parishioner connects with most areas of your parish office. Information about their family structure, church involvement, and giving habits is distributed across a broad swath of people. Taken individually and together, this parishioner data tells a story — the story of the life of your parish. Knowing what data you have helps you understand what you can look for and how it can help you build your vibrant parish.

HERE ARE SOME POINTS TO CONSIDER WHEN GATHERING DATA:

► **Facilitate Discipleship Growth Beyond Sundays**

As a pastor, you know there are plenty of moving parts in the life of a vibrant parish. With access to quality data, parish leadership can track engagement patterns and monitor the spiritual health of the community.

► **Build a Vibrant Online Presence**

The Gospel message of Jesus Christ is timeless and always relevant. To communicate it, a vibrant web presence is increasingly necessary. Through accurate website analytics, you can adapt your online presence to maximize engagement.

► **Make Smarter Financial Decisions**

If you manage your parish's finances, you know the value of accurate numbers. Measuring giving patterns across time and across parish demographics can help you strategize in funding the future.

► **Coordinate with Ministry Leaders & Volunteers**

Data management doesn't need to be the sole duty of parish staff. When parishioners run ministries, train them in the value of data. Tracking volunteer sign-ups, event registration, and final numbers makes it easier to spot patterns and trends.

No matter your role on the staff or your objective, data can empower your contribution to the parish mission. In even the most vibrant of parishes, there is a risk that parishioners can slip through the cracks when they walk out the doors. Engaging others in their faith community is more important than ever. By examining past trends and measuring current engagement, parishes can creatively innovate for the future. Leverage your data and empower your parish to grow!



International Catholic Stewardship Council 2018 ANNUAL CONFERENCE

ANNOUNCING

Gold and Silver Strategic Partners' Presentations at the 56th Annual ICSC Conference

Cultivating Hearts and Empowering Generosity

Paul Goldsworthy, ACS Technologies

**Behind the Numbers: Using Data to Uncover Your
Fundraising Potential**

Jonathan Howell, Blackbaud

**Doing More with Less: Stewardship and
Development in Mission Dioceses**

Robert Anderson, Catholic Extension

Tom Riordan, Catholic Extension

**Paving the Path Forward: Determining
Philanthropic Priorities and Essential Ministries**

Thomas Kissane, CCS

Peter Hoskow, CCS

**The Joy of Gift: How Stewardship Helps Us Find
Purpose**

Tommy Shultz, Diocesan

Mythbusters: Stewardship Style

Elizabeth Zeigler, Graham-Pelton Consulting

**Mission Stewardship: Equipping Disciples to Share
Responsibility**

Thomas Sonni, Greater Mission

**Tell Your Story: How Crowdfunding Can
Transform Your Online Giving**

Ryan Kreager, J.S. Paluch Company, Inc.

**Everyday Leaders Practicing Everyday
Stewardship**

Tracy Earl Welliver, Liturgical Publications, Inc.

No Room for Doom and Gloom! Let's Get Positive

Kevin Lynch, Lynch Development Associates

**Planning for the Mission: Transforming Your
Parish**

Katie Herzing, Our Sunday Visitor

Joanie Lewis, Our Sunday Visitor

**The "Digital" Trinity - Web, Social, and Mobile -
Can Fuel Participation and Generosity**

Guy Weismantel, Pushpay

These are only a few of the many sessions ...

The ICSC annual conference provides over 80 opportunities to be inspired and informed, and to learn best practices and understand current trends. This event is perfect for anyone who serves the church whether your role is with a diocese, foundation, parish, school or ministry. Learn more on the ICSC website at www.catholicstewardship.com.

Join us! [Register now](#) to join the ICSC family in NASHVILLE, TN from October 28 - 31, 2018