

September 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:



DIOCESAN

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. 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:

- * ways to keep your development team feeling positive during a campaign compliments of **CCS**.
- * three tips to help you increase engagement on your parish Facebook page courtesy of **Diocesan**.
- * four steps to better communication offered by **Our Sunday Visitor**.
- * The ICSC family is very grateful for its strategic partners who do so much to provide their expertise and financial support for ICSC's mission. We are very pleased to present to you our strategic partner lineup of organizations that will be with us during the 2018 annual conference in Nashville.



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!



Building Momentum: How Small Wins Become Big Wins

By Juliet Gore, Senior Director, CCS — September 2018



It is important to remember that campaign success is not only about funds raised, but also about the ongoing accomplishments that keep a development team feeling positive about the direction forward. Celebrating small wins is important for building momentum, instilling confidence, and establishing a successful path forward to realizing big picture goals. Whether you're looking to boost activity or pivot in strategy, there are things you can do right away to ensure your campaign keeps moving in the right direction.

1. Rally the Troops: Instilling Internal Confidence

Building a sense of ownership, trust, and empowerment among leaders around campaign priorities is an important accomplishment to celebrate at the outset of and throughout a campaign.

- **Be transparent and communicate often.** Host monthly update meetings with staff, send newsletters or other forms of consistent communication about campaign progress, and create opportunities to discuss challenges and frustrations so lines of communication are always open.
- **Look inward and create structure on your team.** Creating and assigning roles for each person will create a sense of “we” behind a shared goal. Communicate these roles clearly with your team so everyone knows exactly what part they play and feels a sense of ownership.
- **Highlight accomplishments often.** As leaders and staff complete tasks, publicly acknowledging their work to advance campaign efforts will allow everyone an opportunity to celebrate small wins together.

2. Maximize Effort: Updating the Pipeline

Campaigns are not just about hitting goal, but also about building and maintaining relationships with parishioners. While it is common for institutions to focus on a specific targeted list of prospects when seeking significant funds, a campaign is also an opportunity to clean up the pipeline and identify new individuals who share a commitment to your mission.

Updates may involve removing a prospect who has been unresponsive and pivoting toward a different prospect who yields greater potential support. Another update may involve moving a prospect from the discovery stage to the cultivation stage. And once a prospect is in the pipeline, celebrate every move throughout the stewardship process as a small win toward greater success.

3. Prepare: Setting Yourself Up for a Major Win

Asking for a large gift is not a one-step process. Ensuring that solicitors feel confident in their ability to conduct meetings involves several tasks, including material development and review, strategy meetings, and learning/training sessions. As you walk through the materials and strategy for a solicitation meeting, acknowledge each completed task and share your progress with other leaders and volunteers. Keep everyone in the know about how much has been accomplished leading up to the first big request. That way, when a gift comes through, everyone can celebrate it together.

Getting Started Today

When planning a campaign or restructuring a fundraising approach, it's important to set activity benchmarks in addition to your big goals. Incremental accomplishments illuminate progress and demonstrates success. This helps to motivate everyone involved to drive campaign activity and sets your people up to produce results. ▲

Essential Tips for Facebook Engagement

We are living in a social media age and unfortunately as the number of social networks increases, it can be easy to neglect certain aspects that could be foundational to engaging your members. Here are 3 simple tips to help you increase engagement on your parish Facebook page.

1

HAVE A FACEBOOK PAGE

Ok this sounds funny, but we see many parishes who either don't have a page at all, have an unofficial page that has been created by Facebook, or their page has become outdated. It is important to have an up to date Facebook Page with all of your parishes information on it. Be sure to include your website, Mass times, a little info on your community, a well-designed cover photo, and your address.

2

USE PICTURES AND VIDEOS

Make sure to engage your audience with pictures of people from your parish as well as Facebook live videos. Parishioners want to hear from real people and see stories of people just like them. When using Facebook you can reach 3x more people with a Facebook live video than a regular video. Throw up a quick video of the day-to-day at the parish, give your parishioners a tour, or take some video at the next parish picnic or event. Don't forget when using pictures and videos to consult your diocese guidelines for social media.

3

USE EVENTS AND GROUPS

Often times we will see parishes using Facebook as just another bulletin board to get the information for events out to parishioners. While this may be moderately effective, Facebook is really meant to encourage discussion and social interaction but that doesn't mean you can't promote your events. We recommend setting up an event on Facebook for your next parish function. This allows you to invite specific people, send reminders, and let people RSVP. Groups on Facebook is a great way to keep specific groups of people in your parish up to date with the current news. For example, you can have a Confirmation Group and send reminders for events to all the members.

The number one rule for Facebook is to be attentive. If someone likes, comments, or shares a post, interact with them. This will increase your views and the likelihood that they will come back and look at your page again. We hope these tips help you to use Facebook to your best advantage for your parish. From all of us here at Diocesan, God Bless!

Communication in an Ever Increasingly Connected World



Katie Herzing, Parish Coach

Why did no one show up at that Bible Study? No Communication

Why don't Catholics know what the Church teaches? Bad Communication

What can we do about increasing our offertory? Communicate Better

What can we do to communicate better?

- 1 Speak the Language your People are listening with: If all of your content is in Spanish and 95% of your congregation speaks English, it's going to be hard for them to understand what's happening. For most of our parishes the reverse is true! Know the preferred language of your parishioners and provide communication pieces in those languages.
- 2 Use the Methods People are Familiar with: Churches have so many different possibilities for communication, but most employ just one – the printed Sunday Bulletin. In a world with an ever increasing dependency on our smartphones, we need to communicate in a way that smartphones listen! Be sure to communicate in the way that people listen. The bulletin will be fine for some, others want to check out your website, some want a phone call, others would prefer a text message, and many want an email with all the information right in one place.
- 3 Social Media Matters: It might be Facebook, Instagram, Twitter, or the next new thing. It matters! The Church needs to be present and consistent in the places where her people hang out the most. With almost 80% of Americans on a social platform, our Churches can't afford not to be there too. Share inspirational messages, news, events and happenings, and more with your followers.
- 4 Don't Be Afraid of Over Communication: They say it takes someone at least SEVEN times before they remember something. Just repeating ourselves verbatim isn't the answer, but saying the same thing with different methods of communication over a short time period can be very effective. Think of all the brand slogans you know by heart because you've seen the commercial a hundred times. Think of all the songs you know the lyrics to because the radio plays them on repeat. Imagine the joy in someone's life if the message of the Love of God was on repeat everywhere they looked!!



INTERNATIONAL CATHOLIC STEWARDSHIP COUNCIL
2018 ANNUAL CONFERENCE

**The ICSC family is pleased to announce its Strategic Partners
for the 56th annual conference**

October 28 - 31, 2018 | Nashville, Tennessee

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