

November 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

Center for **CHURCH MANAGEMENT
AND BUSINESS ETHICS**



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:

- * important first steps to reaching diverse communities during a fundraiser from **CCS**.
- * three tips to improve your parish images offered by **Diocesan**.
- * small things you can do to transform your parish through stewardship, evangelization and hospitality courtesy of **Our Sunday Visitor**.
- * how Catholic social teaching can encourage millennial giving provided by **Villanova University Center for Church Management**.

For additional information and resources from our strategic partners visit the ICSC website at: [ICSC](http://www.catholicstewardship.org)

ICSC promotes and supports Catholic teaching on stewardship by providing education and resources for dioceses, parishes, and institutions of the Roman Catholic Church.



Taking the First Steps to Reaching Diverse Communities

By Vann Ellen Mitchell, Assistant Vice President, CCS — 2018



It is more important than ever to recognize the different communities and cultures that make up our Catholic family. So how can a fundraiser help guide a parish through these cultural differences and nuances to create an effective stewardship plan? Successful strategies have been deployed by using three basic, but important principles: **Listen**, **Learn**, and **Link**.

Listen

The best fundraisers are the best listeners. Before designing any fundraising or stewardship plan, crafting any messaging, or even interviewing any parishioners, it is necessary to listen and observe each diverse community. The first step is to simply attend a parish council or town hall meeting to hear the challenges, interests, and top-of-mind issues being discussed. Having this knowledge helps greatly when designing a campaign plan, and gives the case depth and credibility because it considers the priorities and needs of the community.

Another way to listen is to schedule one-on-one meetings with pastors, asking how different ethnicities within the parish typically contribute. Listening and interacting on the ground prior to any campaign planning is beneficial to understanding what communities are accustomed to and what strategies have been successful in the past.

Learn

Philanthropy is practiced differently across the globe, however by identifying particular methods and habits, and educating everyone on both the differences and similarities, common ground can be achieved. After listening and observing a community, the next step is to conduct thorough research. Find out if parishioners are willing to sign pledges or prefer to give directly. Find out how to connect unique ways of giving to include each community in your campaign.

It is also important to note that each community has its own nuances in language and culture. Recognizing that these variations exist can help accelerate collaborative efforts in a campaign plan. Beyond dialect nuances, cultural differences exist as well. For example, a fundraiser must stay informed regarding immigration and what role the local Church should play.

Link

Once you have listened and learned about the parishioners' home-country philanthropy, then it is time to link the two by discussing with your parish leaders all ideas for reaching these diverse communities. As with any fundraising effort, a pastor's support will make or break any campaign. Having insight from a pastor also adds credibility to your campaign plan and opens the door for future collaboration and discussion with other pastors. An additional bi-product of a comprehensive strategy to reach diverse audiences is a stronger community within an organization. Acknowledging that a "one size fits all" approach to fundraising will not work indicates to all stakeholders that cultural differences are recognized, incorporated, and embraced in parish fundraising.

Finally, when executing this plan, based on your listening, learning, and linking, you must be open to adapting. With the credibility built and knowledge gained of different cultures, this adaptation or pivoting to find the right approach will only enhance your original fundraising strategy and lead to a more informed design.

3 Tips To Improve Your Images

When we give our communication workshops across the country, one of the most common questions we get is how do you get and use quality pictures without getting into trouble? Let us take some of the guesswork away from you with three tips to optimize the images you use for your communications.

1

GET RID OF CLIP ART AND FIND FREE IMAGES ONLINE

One of the great things about this digital age is the plethora of stock photos of churches and various religious items. You can take the stress out of the design and focus on the message by using these free photo sites. A few really good ones are pexels.com, stocksnap.io, and unsplash.com. Whenever you use free photos from any site make sure they are under a creative commons license. This gives you the ability to repost without giving credit to the original photographer.

2

START A PHOTO MINISTRY AT YOUR PARISH

We have ministries for everything else, why not get some of the photographers in your parish involved in the life of the Church. One of our employees at Diocesan helped with this at their parish. They found several amateur photographers who already had the equipment and knowledge. The photo ministry group goes to events with permission forms handy and take pictures. They then sort through, edit, and get the pics ready for publication in any of the parish communication channels. What a great way for your parishioners with photography skills to serve in a way they will enjoy.

3

USE FREE SITES FOR DESIGN

Now that you have the pictures, it's time to put some design around them to make them even more effective. You don't have to be a professional graphic designer for this step, there are several free online programs to help you. We recommend Adobe Spark and Canva to get started. These programs will help you design anything from posters to Facebook posts to letterhead or business cards. They are simple to use and free for most of the basic design functions.

The best rule of thumb is that the message of the Church is too important to go unnoticed because of poor design or images. The Church has the greatest story ever told, use these simple tips and tricks to tell it beautifully.

Transform your parish

Katie Herzing, Parish Coach, Our Sunday Visitor

Sometimes people experience transformation by being knocked off their horses, blinded, and then the Lord appears to them (Acts 9). But for many of us, transformation happens slow and steady. Many times these are the changes that keep; the changes that truly transform our lives. Because of this, it's the small things that make a big difference in our lives and also in the lives of your parishioners. What are some small things that you can do to promote stewardship, evangelization, and hospitality?

Stewardship

Take advantage of mailings you're already doing at the parish – the most common one is your Offertory Envelopes. It's easy to redesign them to have a high impact with pictures of people doing things at the parish. Yours could include your mission statement, a short stewardship prayer, pictures of outreach, this year's particular focus on a work of mercy, or anything else you can dream. Every household (whether they attend Mass or not) receives these envelopes in their mailbox, make them worth opening. Envelopes aren't just for money anymore! They are for transforming stewardship at your parish!

Evangelization

Discipleship begins with relationship. We cannot effectively evangelize to people who we don't have a relationship with, but how do you build relationships with people who don't come to Mass? This is the most common question I am asked as a parish coach. What's one small thing you could do to begin a relationship with young adults who don't regularly attend Mass, but are registered at your parish? Birthday cards. It's that simple. People love mail, and everyone has a birthday. This is a small act that shows young adults in your parish that they matter, that they aren't getting lost in the shuffle, and that you're still there. They could be as simple as the pastor's signature or as elaborate as a note from a newly formed Card Ministry.

Hospitality

One of the sweetest sounds to anyone is their name. I have a very common name so I hear it all of the time and it's always a delight. But do your parishioners hear their names as Mass? What can you do about that? Have a monthly or quarterly Name Tag Sunday! Again this can be as simple as a mailing label that people write their names on when they come into the church or as elaborate as name tags for everyone at the parish that they pick up as they walk in (depends on your size). There are people at your parish who have been sitting in the same pew every week for years, decades even who don't know the people around them – now's the time to change that! This ensures that everyone (new and old) is seen, known, heard, and been made to feel important when they come to worship as a community.

Want more great ideas like this delivered right to your inbox a couple times a month? Join me at <http://transformyourparish.com> for great ideas to create a vision plan to promote stewardship at your parish!!

THE BEST KEPT SECRET OF THE CATHOLIC CHURCH

HOW CATHOLIC SOCIAL TEACHING CAN ENCOURAGE MILLENNIAL GIVING

BY JIM GALLO, ED.D.

Although it may be fun to laugh at millennials' love of \$19 avocado toast and \$6 cups of coffee, the 2017 Millennial Impact Report found that 84% of millennials gave money to a charity in 2015, which is certainly no joke. So, if millennials are engaged in philanthropy and willing to give, why isn't more of their money coming to the Church?

According to the Center for Applied Research in the Apostolate (CARA), the bottom line is millennials are more interested in supporting causes than institutions. Young adults believe they can trust a cause, while they have doubts about the transparency of large institutions such as the Church. This is why they are far more likely to donate to a GoFundMe campaign for a friend in need than they are to regularly put money in the parish collection basket.

So how can stewardship directors at the diocesan and parish levels advocate for causes within the Catholic tradition and encourage millennials to direct their philanthropy toward the Church?

Enter Catholic Social Teaching (CST), or as one of our Villanova University Augustinians calls it, "the best kept secret" of the Catholic Church. CST can be a way to bridge millennials' desire to support a cause rather than an institution, as well as a way for the Church to further evangelize these young people and engage them spiritually. Millennials may not be interested in supporting a hierarchical institution, but they are interested in supporting workers' rights, social justice, the inherent dignity of human life, stewardship of the environment and the promotion of peace, all of which are key tenants of CST.

By emphasizing CST in parishes and dioceses, perhaps parish and diocesan stewardship professionals can begin to tap into millennials' appetite for philanthropy and direct it toward the Church.

Furthermore, CST can be a doorway through which millennials enter a more formal relationship with the Church. Catholic Relief Services suggest that CST can be a vital part of new evangelization efforts, and with millennials' proclivity for supporting social justice causes, it makes sense that it can be used as a segue from support of the cause to support of the institution.



3 MAJOR THEMES IN CATHOLIC SOCIAL TEACHING THAT APPEAL TO MILLENNIALS

CARE FOR GOD'S CREATION

A 2015 Nielson global survey called millennials the "green generation," citing data that more than 70 percent of millennials are willing to pay more for products that are made by green-conscious companies. A similar 2014 report by the Glass Packaging Institute also found that the millennial generation is more concerned with health and the environment than previous generations. In the spirit of Pope Francis' *Laudato Si*, endorsing efforts related to care for the environment can be a great way to engage millennials in the work of the Church, as well as provide a cause toward which they might be interested in directing their philanthropy.

SOLIDARITY

The idea that we are all part of a singular global family is a familiar concept to millennials who grew up in the age of the Internet. Since they were very young, they've been able to chat with people on other continents and even play video games with friends around the world. Since this concept of belonging to a larger community is already entrenched in millennial thought, it should not be much of a jump to connect CST regarding solidarity to the causes of those most in need, as well as to the idea that we are all part of the Body of Christ.

THE DIGNITY OF WORK

Baffled by the high turnover rate among millennial employees, accounting firm PwC conducted a 2013 study to further examine the work habits of millennials. They found that millennials largely seek new employment after just three years on average because they want to work in jobs that have meaning to them and where their coworkers are also friends outside of the job. Similarly, CST insists that the economy exists for the people, the people do not exist for the economy. Therefore, millennials are more likely to support causes that endorse the dignity of work, the right to fair wages and acceptable conditions for workers. By advocating for workers' rights and a just economy, parishes and dioceses can further engage millennials using CST.

LEARN MORE AT
CHURCHMANAGEMENT.VILLANOVA.EDU