

August 2019



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
- 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 brings you:

- * learn from our Gold and Silver-Level Strategic Partners at the 57th annual conference.
- * five keys to creating a culture of generosity compliments of **ACS Technologies/Parish Data System**.
- * how women see giving differently provided by **GP Catholic Services**.
- * how to be sure technology can be authentic methods for building faith communities from **J.S. Paluch Company**.
- * why it's important to have a digital engagement strategy in place from **Pushpay**.

To learn more from our strategic partners and other experts in their ministries, join us at ICSC's 57th annual conference.

October 6-9, 2019
Sheraton Grand Chicago
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INTERNATIONAL CATHOLIC STEWARDSHIP COUNCIL
57th Annual ICSC Conference

October 6-9 | Sheraton Grand Hotel | Chicago, Illinois

Attend the conference and learn from our
Gold and Silver-Level Strategic Partners

Paul Goldsworthy
ACS Technologies/Parish Data System
Engaging the Community Beyond Sunday

John Linton
Blackbaud
An Introduction to Do It Yourself or Peer to Peer Fundraising!

Robert Anderson, Kathryn Eardley,
Bill Fehrman, Madeleine Marchaterre **Catholic Extension**
Stewardship and Development in Mission Dioceses

Thomas Kissane, Peter Hoskow
CCS
Vision 2020: Designing Impactful Campaigns in the Context of National and Church Transformation

Mike DiCosola, Tommy Shultz
Diocesan
Message More People

Elizabeth Zeigler
GP Catholic Services
Keeping Donors Front and Center During Crises

Thomas Sonni, Donna Marino
Greater Mission, LLC
Setting Endowment Goals to Generate Major Gifts

Ryan Kreager
J.S. Paluch Company
Monkey Brains and Wedding Speeches: Why Small is Beautiful in Communications

Tracy Earl Welliver
LPi
Data-Driven Stewardship: We Only Know What We Know

Kevin Lynch
Lynch Development Associates
Building Endowments into Capital Campaigns

Jason Shanks
OSV
The Impact Revolution: A Call for New Ideas in the Church

Kent Woodyard
Pushpay
Perspectives From The Pew: Consumer Expectations In Church Tech

Marie Ferman, Nicole Germain
USCCB, Office of National Collections
Generosity Beyond Parish Walls



5 Keys to Creating a Culture of Generosity

1. Don't be scared

The biggest mistake priests and parish administrators make when dealing with money is not talking about it. Frankly, they're just scared of bringing it up. It's the job of the priest and the parish administrators to bring up the subject of money as a part of everyday conversation.

2. Make it clear

Being transparent is not an obligation or burden of proof; it's an opportunity to develop a discussion around money in a safe and engaging way that gets everyone involved. When people know the financial needs, opportunities, goals, and progress of the parish, it's a starting point for fundraising, appeals, donations, and the like.

3. Transformation through information

When you provide your parishioners with information about their giving and how it ties into the bigger picture, it empowers them to engage in more meaningful ways, on purpose. There are 2 big ways you can provide information to motivate generosity:

- 1) Give your parishioners a break down of your budget
- 2) Provide them with quarterly giving reports that show their giving history

4. Empower people

To get your parishioners more involved and engaged in their giving patterns, there are 3 big things you want to do:

- 1) Provide a place for them to log in where they can control their giving
- 2) Get them to serve (*when people are serving and giving they see a bigger, better picture*)
- 3) Give them different giving options for them to fully take control of their contributions

5. Promote the narrative

People should instinctively know that their contributions are moving the ministry forward. They need word pictures, mental pictures, and actual pictures that help them visualize the gravity of their investment. You must connect the dots for your parishioners between their giving and the parish's impact.

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Women and Giving: Stewardship for Success

A number of studies demonstrate that three trends exist when it comes to stewardship among women: increased access to education, income, and wealth; a strong desire to use wealth for good; and a growing body of knowledge about the engagement preferences of supporters.

+ EDUCATION

Since 1982, **more women than men** in the United States received bachelor's degrees. Beginning in 2009, **more women received doctorates than men**.

+ VISION

Women see giving differently:

1. Women are nearly **twice as likely as men** to say that giving to charity is the most satisfying aspect of having wealth.
2. **High net worth women** are more likely to value that their wealth is a **way to create positive change**.
3. In **84% of high net worth households**, **women** are either the **primary decision maker** or the **joint decision maker** about investments.

+ PROFESSIONS Women represent:

- 33% | Doctors
- 36% | Businesses led by female entrepreneurs
- 36% | Lawyers
- 52% | Accounting Undergrads
- 52% | Management, Professional, and Related Positions
- 56% | Pharmacists



+ WEALTH

51%



of personal wealth in the U.S. is controlled by women and totals \$14 trillion. This is expected to rise to \$22 trillion by 2020.

45% **of millionaires** in the U.S. are women.

39% **of top wealth holders** are women, with \$5.15 trillion in assets.

40% of households have a woman as the **primary breadwinner**.

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

The Heart of Your Community

What does the word “parish” mean to you? Is it the building that houses your congregation, giving the space to gather and worship? Or does the word “parish” mean something else, something more? As Catholics, we know that it is more than the building and the body; it is the collective sense of community and heartbeat that makes up a parish.

In 1800s America, immigrants came to this country in waves and with them, they brought their religion, culture, and way of life. Parishes sprung up because of these communities, causing the Catholic Church to expand rapidly in the United States. Entire lives were lived in one parish, from education to all of the Catholic rites of passage (marriage, births, deaths). The parish was the heart of the community.



Today, while a parish may have robust attendance, the parish automatically being the heart of the community is not as common as it once was. However, Catholic-centered technology can be a great starting point to making the larger community more cohesive and engaged in parish life.

There are so many amazing Catholic companies out there that offer technological solutions for parishes. Even The Vatican recognizes the role technology can — and should — play in building community. In 2017 Vatican representatives attended the SXSW Conference, one of the largest technology conferences in the world. They recognized that human interaction and conversation often plays out online and that the Church needed to be part of those conversations.

From websites that educate, teach, and inspire, to social media platforms that spread the gospel and foster community, there is so much for Catholics to embrace. The Catholic technology industry is

booming, and the best in this industry actively work to further the mission of the church to create engaged disciples.

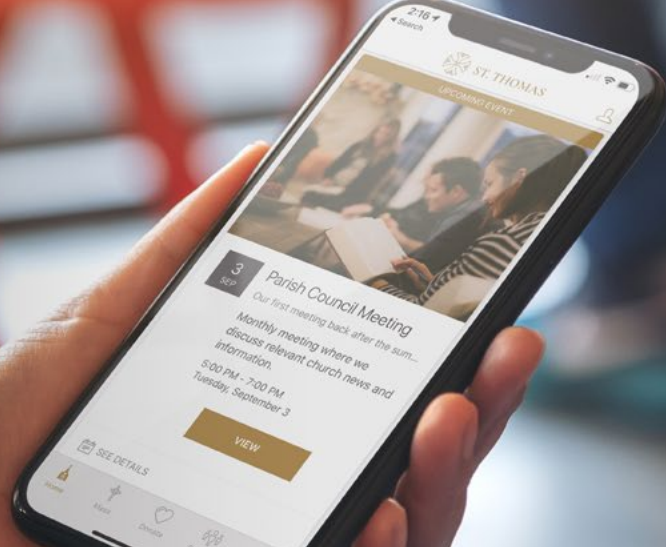
How can you be sure the technology tools you are using are more than just shiny new toys, but rather authentic methods for building faith communities? Consider these questions:

1. Does your parish app build relationships between parishioners, staff members, and God? Does it offer faith-building content in addition to just basic who-when-where information? Does it make giving of time, talent, and treasure easy and secure?
2. Does your parish management software simply serve as a repository of data, or does it really help you to know your flock; choose achievable, meaningful goals; and provide the help you need in meeting those goals?
3. Does the technology your parish uses reach beyond the people in the pews and beyond Sunday?
4. Does your website lead with beauty?

If you've answered any of these questions with anything but a resounding yes, it may be time to reevaluate. As St. Catherine of Siena reminds us, “Be who God meant you to be and you will set the world on fire.”

The Digital Imperative of The Catholic Church

It's no secret that, as a whole, the Catholic Church is struggling to stay connected to its parishioners while attracting new ones. We're experiencing a shortage of priests, younger Catholics don't feel as strong a connection to the church as their parents and grandparents, and reaching new believers and converting them into regular churchgoers challenging to say the least.



One of the biggest challenges stems from how we are communicating with our communities and how we're not communicating with them. Today, it's more difficult to gain and keep people's trust, and the best way to do that is to open clear and consistent lines of communication between churches and their parishioners.

The church bulletin and weekly announcements served parishes faithfully for decades, and telephone trees helped spread important news among parishioners far and wide. But not as many people are coming to church each week and not enough of the good work and needs of the community are being announced so that people know the difference they're making or where they can help. And as such, our community fractures and the very bonds that make us Catholic continue to weaken.

How Did We Get Here?

For centuries, the Church was on the forefront of using the most progressive technology of the day to spread the good news. Whether it was the printing press that made the Bible the most read book in history or the Pope starting a Twitter account, **the Church has never shied away from using technology to spread the good news.**

And yet, it's not a stretch to claim that we're still using typewriters for some of our Parish communications and our websites haven't been fully updated since who knows when. But that doesn't have to be the case. The good news is that more and more church leaders appreciate that things have changed, and they're eager to make sure the Church is responding well to these cultural shifts.

We know you're not waking up in the morning searching for the best giving and app technology out there. You're more concerned with getting people to participate more, act out their faith, and do more good in their communities. But we're noticing that the leading churches—the ones turning around their declining membership and ministering to more people in their communities—see a digital approach as fundamental to their success.

One thing is clear—Parishes that do not embrace new forms of engagement are in decline. It's not how we generally like to think of them, but our parishioners are consumers, and if they are not getting a great experience from your church, there's very little stopping them from going to a church down the street.

Sometimes the journey to stronger connection isn't even down the street, it's in our pockets. We're conditioned to expect superior digital experiences in the palms of our hands...

It's the church's imperative to seek out ways to attract congregants and keep them engaged. More and more, that means having a digital engagement strategy in place.



Discover what it means to cultivate a meaningful digital presence at your church and increase healthy engagement today. Download the ebook, **The Digital Trinity: Fueling Participation and Generosity Through Web, Social, and Mobile.**

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