

January 2020



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:



FUNDRAISING

DIOCESAN



SUTTLESTRAUS®

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.

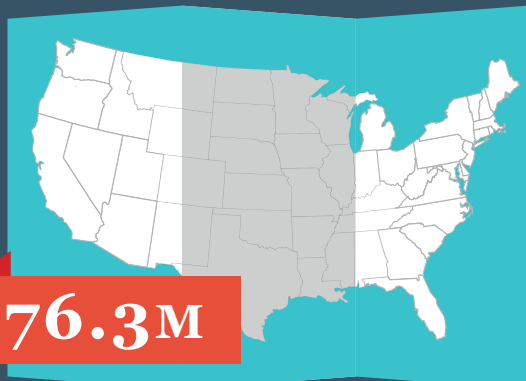
In this edition ICSC brings you:

- * a snapshot of the Catholic giving landscape courtesy of **CCS**.
- * three resolutions to bring the good news to all people with great joy presented by **Diocesan**.
- * key points in recognizing and building your efforts on the strengths of Hispanic/Latino Catholics to prepare them for Church leadership from **Greater Mission**.
- * ways to evaluate and ensure your parish is financially healthy for the new year compliments of **OSV**.
- * ten ways to use personalization to improve your annual appeals provided by **Suttle-Straus, Inc.**

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.

A Snapshot of the Catholic Population¹



Self-Identified Catholics in the U.S., a 2.6% increase



States that showed parish growth were in the South and the West, along with some in the Midwest. **Texas** showed the most growth with 293 new parishes, followed by **Florida** with 165.

Religious Giving is Still the Largest Philanthropic Sector by a Wide Margin

\$124.52 billion

Religious giving received the largest share of dollars in the U.S. – **29%**, over twice the size of the next largest sector.

68.7M

Catholics belong to 17,007 parishes, a <0.1% increase



12.7M

Foreign-born Catholics, a 24.8% decrease

The Net Change in the Number of Parishes

1971 to 2018³

1,239

new parishes

2,656

closed parishes

1,417

net loss of parishes

Catholic Giving Continues to Make a Significant Impact²



1.86 million students were educated in 6,309 Catholic schools

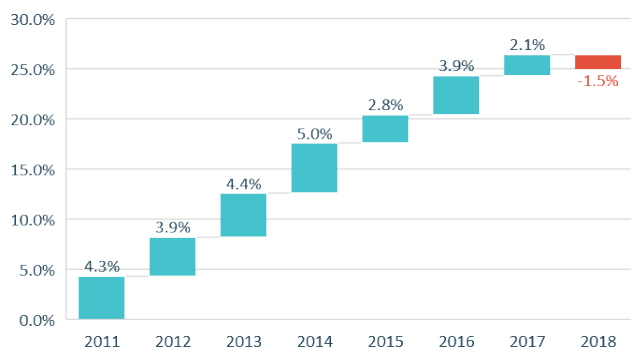


99.9 million patients were cared for in 552 Catholic hospitals

25% of Catholics surveyed said they give \$50 or more every week to their parish.⁶

7 Years of Growth in Religious Giving

After seven years of growth, giving to religion declined **1.5%**.



Online Giving is on the Rise

Giving online to religion **increased 2.9%** in 2018, more than twice that of average overall growth.⁴

Religious giving made up **9.6%** of online giving, and **6%** of donations to #GivingTuesday.

The average religious gift size was **\$195 online**.

1 Center for Applied Research in the Apostolate, 2019
2 Center for Applied Research in the Apostolate, 2019
3 Center for Applied Research in the Apostolate, 2019

4 Blackbaud, 2019
5 Giving USA, 2019
6 America: The Jesuit Review, 2018

3 Resolutions For Effective Communication

It's that time of year again. People rush to health clubs, financial planners, and self-help groups in order to make the new year the best it can possibly be. Now is also the perfect time to make plans for effective communication in this new year. Below are three resolutions you can make to improve communications for your parish or diocese.

1

USE THE LITURGICAL CALENDAR

In the Catholic Church, we are blessed with the fact that major feast days and celebrations occur at roughly the same time every year. Using the liturgical calendar is a perfect way to start planning your communications. You know there are going to be more people during Advent and Christmas than any other time, so plan accordingly. Think about a marketing strategy that will capture new interest during these times and have content to keep them engaged throughout the rest of the year.

2

PLAN AN ACTIVE MARKETING CAMPAIGN

With an active marketing campaign you are going the extra mile to reach out to your audience. Here is an example of a months worth of communications centered around getting volunteers in the nursery:

Week 1: Prayer campaign for new and expecting moms and dads. Include prayer with a cute picture. Add the prayer to the website.

Week 2: Use a story of a family that found a benefit to the nursery. Put volunteer form on website and email the story out.

Week 3: Request volunteers. Put sign up form on website.

3

TELL, TELL, TELL

The final step is simple, tell everyone. An old adage in the marketing world is, "Tell people what you are going to tell them, tell it to them, then remind them that you told them." Make sure you are present on every channel with your message. The Gospel is too important to go unread.

During this time of resolutions and goals, try to make a goal this year that helps your parish or diocese bring the good news to all people with great joy. From all of us here at Diocesan, God Bless!



Greater Mission

*Inspiring Faithful Charity;
Fulfilling Church Potential*

STRENGTH BASED STEWARDSHIP AND DEVELOPMENT WITH HISPANIC/LATINO CATHOLICS

By Joseph Citro, Senior Vice President, Greater Mission

Would you want a Stewardship and Development job working with 80% of people who strongly believe that God has given them "gifts and talents", and 91% of whom are committed to sharing those gifts and talents "for the good of others"? With people who also are more likely to contribute to the Church and are solid supporters of the Offertory? If the answer is "yes", then welcome to working with Hispanic/Latino Catholics.

Hispanic/Latinos are about to become the majority of U.S. Catholics and will assume the weighty leadership responsibilities that accrue to that position. For those of us who are ministers of Stewardship and Development, the time is now to recognize and build our efforts on the strengths of Hispanic/Latino Catholics to prepare them for Church leadership. What are some of those key strengths?

An Abiding Faith

Hispanic/Latinos have a very personal relationship with God, who sometimes they affectionately refer to as "Papa Dios". In the words of Pope Francis, "the God of love, allows us to not only call him "Father," but more personally, "dad..." Nearly 3 in 4 Hispanic/Latinos attest that "faith is very important in my life". Efforts to develop true Stewards and encourage donors can maximize this solid foundation of faith. Some suggestions to implement this strategy are: emphasize the faith/scriptural base of Stewardship and Development activities; launch funding appeals with a weekend of prayer and a constant focus on prayer; use the life of Mary as an exemplar of true Stewardship; celebrate feast days of the patron saints of Hispanic/Latino countries, fiestas patronales, to highlight the way they lived Stewardship.

A Commitment to Family and Community

The Hispanic/Latino culture treasures family. Among Hispanic/Latinos, 71% daily share family dinner, and 82% have people in their lives who are "like family". Some Hispanic/Latino families raise children who are not their own, called "hijos de crianza", because they want children to grow with familial love. For Hispanics the "Community" is the "family of families". Our Stewardship and development efforts should emphasize the involvement of the entire family in the call to serve the temporal and spiritual needs of sisters and brothers in our community. Parish Capital Campaign materials should not feature buildings, but the people to be served and the benefits they will receive. The parish bulletin should offer opportunities to volunteer time and skills to outreach to and assist others, especially those on the periferias, the peripheries. The parish's/diocese's identity should be built on bringing people to Christ, through the active ministry and financial support of true Stewards.

Lay Leadership

The recent USCCB's Fifth National Encuentro engaged thousands of parishes, and hundreds of thousands of Hispanic/Latino Catholics, in a countrywide consultation about the Church's ministry to them. The Encuentro developed the skills of over 30,000 natural leaders nationally to prepare them to undertake new Church leadership responsibilities. For some, their active engagement in missionary discipleship, small faith communities, and catechesis in their native countries had already prepared them well for Church leadership. Find out who those leaders are and invite them to leadership roles in Stewardship and Development activities, especially if you are not bilingual and bicultural. They have the knowledge and commitment that can make your Stewardship and Development efforts effective.



RE-ENVISIONING 2020

BY KATIE HERZING, OSV SENIOR PARISH COACH

The beginning of the year is a good time to evaluate where you're going and if the methods you're using today will get you there. Many parishes have a "set it and forget it" attitude about financial health. Pastors don't want to talk about money because it's uncomfortable and no one wants to rock the boat if things are going well. But let's take a look at what you're doing now to ensure your parish is Financially Healthy for the next decade.

OFFERTORY ENVELOPES

Pull a list of your scheduled collections for 2020. When are your second collections? Do you need all of them? Should they be aligned differently?

How are you using your offertory as a means of communication? This mailing is sent to all registered households every month or every other month. Have you added a letter from the pastor sharing this year's vision? Could you include an upcoming calendar of events? Or a flyer for this year's big summer festival? This is an easy, inexpensive add-on to your envelope packet – and the postage is already paid!

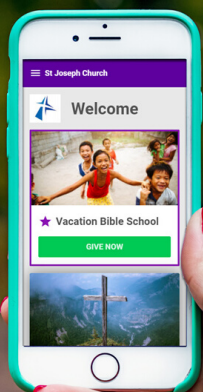
Do you send a different envelope packet to online donors? This is a great way to reach them for second collections or special events. You can send different packets to different parishioners based on how they contribute to the parish.



ONLINE GIVING

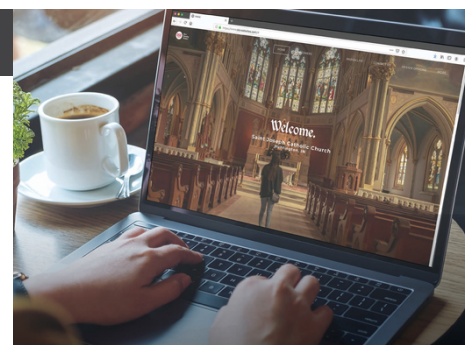
Most parishioners set up their online giving donations and proceed to never log in again. This is great for consistent giving to the parish. However, we want to encourage online donors to re-evaluate their giving each year to align with their commitment to the parish. Email your donors asking them to log-in and consider increasing their gift this year to cover your 2020 Vision!

Tax Letters are a great opportunity to invite current donors to consider Online Giving for 2020. Share the benefits of the program for both the parish and the donor! Some parishes report that more than 50% of their weekly contributions come via Online Giving! What if your parish increased online donations by 10% this year?



PARISH WEBSITE

Does your website reflect your parish? Or is your homepage the same as it was in 2018? Reimagine your parish website to reflect the vision you have for this next decade. Include your parish mission, photos of events from the past year, and an invitation to participate more fully in the life of the parish. Include an online calendar, electronic forms, ministry lists and needs, and links to your online giving. Your website should be easy to navigate and an inviting experience for parishioners and visitors!



Read more about any of these ideas, and more, at transformyourparish.com.

1.800.348.2886 | www.osv.com

**TO SERVE
THE CHURCH**



10 WAYS TO USE PERSONALIZATION TO IMPROVE YOUR ANNUAL APPEALS

Are you appealing to the “masses” or to specific individuals? Data can be used to personalize your appeal campaigns using many variables. Let’s explore how you can use personalization to improve your fundraising results:

1. AGE

People respond to marketing and images that sound and look like them. You can use pictures of families in different life stages for each age group. In written copy make sure you aren’t using slang terms that may isolate a generation who don’t know what you’re talking about.

2. LANGUAGE

If a portion of your audience does not use English as their first language, it’s always good practice to print your marketing in the language they are most familiar with.

4. CHILDREN IN HOME

You can use mail list selections to target only families with children in the home. You can also segment your mailings based on the ages of children to make your offer even more specific. If you have a child’s birthday this could also be used as a trigger date for a mail campaign.

3. GENDER

Recipients may relate better to an image of someone of their same gender portrayed in your letter.

5. MEMBERSHIP

You can use membership in a certain parish or school to personalize mailers by including a picture of a building, a personal letter from their local priest or other localization pieces as variable text and images.

6. INCOME

You can create a custom monetary ask based off household income. A bump table can be included that is based off other families’ donations in the same income bracket.

7. PAST DONATIONS

Another way to create a custom monetary ask is based off previous donation amounts. A bump table should always start with the previous donation amount and then try to ask for higher amounts.

8. DISTANCE

If you are trying to push people to a physical location for an event or in-person interaction, you can include the distance from the mailing address and even include a driving map of how to get there for convenience.

9. LOCATION

Including text of the city or street name, or imagery of a local landmark can signal to a recipient that this is not another generic message and has relevance to their daily life.

10. OTHER DATA

Energy companies use variable printing to list and graph past energy usage for each of their residential customers. Dioceses can use fundraising data to show a graph of how close a parish is to their goal.



ABOUT THE AUTHOR

Theresa Aide has almost 30 years of experience in print and mail services, and coordinates large personalized diocesan appeal projects. She enjoys the process of taking a project from concept through to completion. Her previous role as a customer service representative means she has a detailed knowledge of best practices and can offer consultations and recommendations to deliver the best results. She can be reached at 608-850-2930 or theresa.aide@suttle-straus.com.