

June 2020



ENCOUNTER!
Meeting Jesus
on Higher Ground.

*Blessed are they who hunger
and thirst for righteousness,
for they will be satisfied
(Matt. 5:6).*

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:

- * four truths for stewardship during times of uncertainty compliments of **GP Catholic Services**.
- * five parish website essentials courtesy of **Guidance In Giving**.
- * sowing good SEED (stewardship, engagement, evangelization, discipleship) from **LPi**.
- * technology to grow your parish post COVID-19 provided by **Pushpay**.

To learn more from our strategic partners and
other experts in their ministries,
join us at ICSC's 58th annual conference.

September 27 - 30, 2020

IN PERSON: Hilton Anaheim Hotel, California

VIRTUALLY: Your Office, Your Couch, Your Backyard!

Four truths for stewardship during times of uncertainty

We thrive on asking the big questions. Most recently, however, we find ourselves on the receiving end of questions equally significant. What may be the effects of COVID-19 on stewardship and the communities we serve? How do we continue to approach donors during this time? And, perhaps most glaring, should we approach donors at all?

These are the right questions to ask. It is our job to consider the concerns, needs, and perspectives of donors and to shape our requests accordingly. It is equally our responsibility to frame our response with the appropriate level of sensitivity, transparency, and boldness that cultivates trust and nurtures relationships. Four fundraising truths inform this most important work of deepening connection and honoring mission during times of uncertainty.

1. We have been here before. In addition to concerns for health and safety, part of current speculation is the potential effect of a pandemic on the global economy, and as a result, on philanthropic giving. Albeit with a different cause, our industry faced and emerged from this threat during the Great Recession just over a decade ago. Historically, while significant market downturns do impact philanthropic giving to some extent, the losses in philanthropic dollars are never as dramatic as the market downturns that drive them. For instance, the recession of 2008 resulted in a decrease in giving of 7%, considerably less than the 38% decrease the S&P experienced that same year. And yet, though giving did decline, experience tells us that the decline was at least in part due to a pause in asks. Had fundraisers continued to ask with the confidence and clarity with which they were asking before the market downturn, the sector would have seen even less of a decline in giving.

2. The mission of the Church does not pause. No matter the external forces at play, need does not cease during times of uncertainty. If anything, the needs of the Church and the

faithful only intensify during times of crisis. When the mood oscillates between the unpredictable at best and the frenzied at worst, clergy and lay leaders alike continue to serve. The richness and depth of the Church's ministries know no day off. In fact, humanity depends on it.

3. Humans are wired to give. Even during the status quo, the faithful respond to the call of stewardship. Giving is gratifying: numerous studies demonstrate the positive and compelling effects of gifting one's time or resources. Scientists describe the "helper's high" and the "giver's glow" as the neurological response, visible on brain scans, that accompanies making a gift of self. In such studies, the "glow" results regardless of the impact of the gift or the level of need. Imagine the multiplier of a gift tied to impact, especially when beloved missions face an external threat. This impulse towards goodwill must not be ignored.

4. Our words matter. The faithful want to give, and it is our responsibility to keep asking. As with any crisis, however, tailored and targeted communications are integral to our response. Proper stewardship demands as much, and it need not occur in person. Moving forward with confidence and clarity requires a refined approach that speaks to the concerns and needs of our supporters and leverages the use of technology to replace face-to-face communication if needed. Regardless of setting, address anticipated questions head on, invite supporters into a conversation, and execute asks from the heart; supporters will respond with theirs.

During windows of uncertainty, with your missions as relevant as ever, stewardship must continue to be a priority. Moving forward with planned activity is vital, for humanity depends on philanthropy. When viewed in this light, the answer to the weighty questions we face becomes immediately clear. Stewardship and development professionals cannot afford to pause. Without stewardship, not only does the world we envision slip further into the distance, but the world as we know it ceases to exist. Staying still is not an option.

Elizabeth Zeigler is the President and CEO of GP Catholic Services, a division of Graham-Pelton. She can be reached at 1-800-608-7955 or ezeigler@gpcatholic.com.



GUIDANCE IN GIVING

Catholics successfully helping Catholics for over 25 years



5

Parish Website Essentials

ATTRACT • INFORM • ENGAGE • RETAIN



Links to Social Media and Streaming Mass

Encourage parishioners to follow your parish and stay up to date on parish news

Online Giving

Parishioners can make one time donations or set up recurring giving



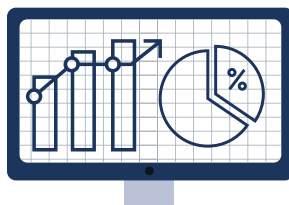
Calendar of Parish Events

An updated calendar will keep everyone informed of upcoming mass times, events, meetings, holidays, etc.



Pastors Updates / Corner

A place for your Pastor to share thoughts and reflections with his parishioners



Financial Report

Be transparent and informative

WE CAN HELP

888.757.5GIG www.guidanceingiving.com





Sowing Good SEED

(Stewardship, Engagement, Evangelization, Discipleship)

How we can more effectively bring people to Jesus Christ, enliven our parishes and dioceses, and create a clearer reflection of the Kingdom of God? We are called to be responsible sowers of seed so that the harvest will be great. Without serious discernment of the what, where, why, and how of sowing that seed, we fail to operate as good stewards of the Gospel message entrusted to us.

The SEED's we are called to sow are those of stewardship, engagement, evangelization, and discipleship. All four together fully represent us as Catholics that believe in the power of grace, the unmerited gift of salvation, and the powerful witness of our works. Some will mistakenly think one is more important than the others, but the truth is all have importance because they represent the way God touches people at different stages of their life. The parts of the seed can almost be seen in the traditional stages of a courtship.

Engagement is about one's relationship with the Body of Christ. It is through our connection

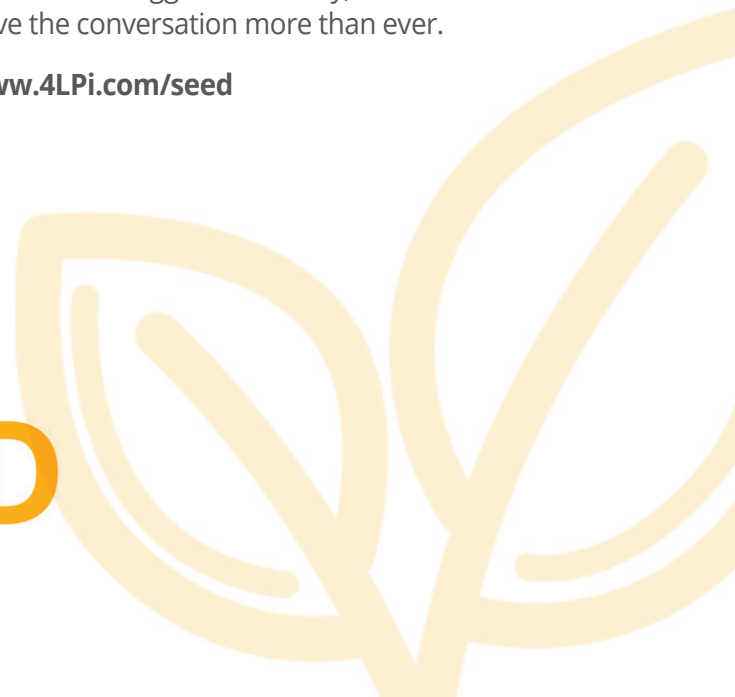
with each other that we become introduced to Jesus and his Church. Evangelization is the path by which we receive the Good News and understand not just who is calling us, but also why. Discipleship results from that intentional decision to turn from all else and follow Jesus. Stewardship is a way of life I adopt that answers the question of how one lives as a disciple. We meet Jesus, we grow in love of Jesus, we commit to Jesus, and then we learn to live with and in Jesus.

Explore these concepts further by viewing our previously recorded SEED Webinar Series for FREE hosted by Everyday Stewardship author and LPI's National Director of Parish Engagement, Tracy Earl Welliver, MTS.

Guests include Tim Glemkowski, Julianne Stanz, and Fr. James Mallon. Any time is a good time for sowing good seed, but perhaps in the face of the struggles of the day, we need to have the conversation more than ever.

www.4LPi.com/seed

Sowing GOOD SEED

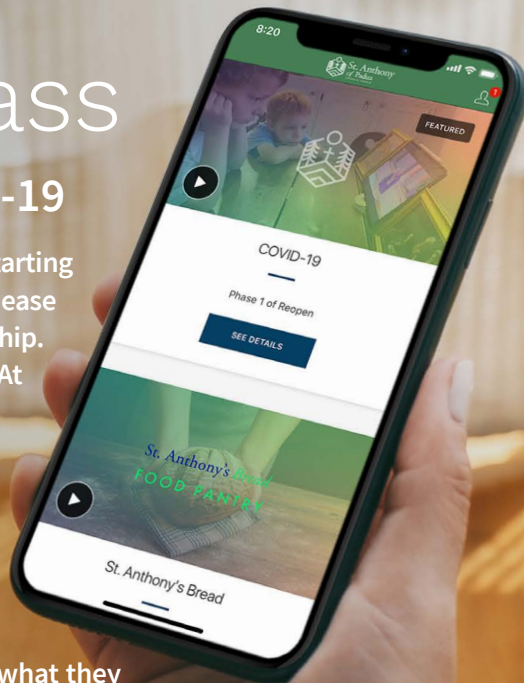


Modernization of Mass

Technology to Grow Your Parish Post COVID-19

Amidst the wake of COVID-19, parishes and churches around the world are starting to question what the new normal will be after social distancing guidelines ease up and churches are given clearance to open their doors again for worship. Will Mass really be the same as it was before March 2020? Chances are, no. At least not in the beginning. And some would debate, if ever.

St. Anthony of Padua, a large suburban parish located north of Houston Texas, was one of the first parishes in the country to re-open. Their local officials allowed in-person Masses to start again in early May. However, they still want to make Mass available for those under quarantine or who choose to not attend in-person. They've prioritized a few technology tools in order to better reach their parishioners. Here's what they plan to leverage for the foreseeable future.



Live Stream Mass

St. Anthony of Padua currently serves 7,500 families, and the church is made up of young families, a vibrant youth program, and seniors. They didn't want to lose connection to their parishioners during COVID-19. Luckily St. Anthony of Padua already had live streaming capabilities in place, which allowed them to quickly pivot and shift their focus to amplify and execute their digital strategy. Live streaming has enabled them to expand their reach and spread their message in places around the world—which otherwise wouldn't have been possible.

In fact, they continued to see an increase in traffic to their online services from around the country. From a family living in different states who attend online Mass together, to a nun in Canada that emailed them to make sure they would not stop online Mass—live streaming post COVID-19 is a priority for St. Anthony of Padua.

Get Creative With Digital Giving

St. Anthony of Padua teamed up with Pushpay two years ago, mainly for a [digital giving solution](#).

“Before Pushpay, 20% of our parishioners gave online and when we partnered with Pushpay, we saw an immediate

jump to 35%. We added check scanning a year later, and sent out automated emails encouraging parishioners to give online, and saw another increase of online givers to 40%. But by the end of March [during the peak of COVID-19] 71% of our giving was via online or mobile. So just all around, I couldn't have imagined going through this time without Pushpay,” said Stephen Lenahan, St. Anthony of Padua's Director of Development and Communications.

Prior to COVID-19, St. Anthony had 750 recurring givers, which has now grown to about 1,200 people giving regularly online. In March alone, St. Anthony gained 500 new recurring digital givers. One of the things they are doing to reinforce their digital giving strategy is to include a link to Pushpay on every live stream broadcast.

App Push Notifications:

COVID-19 was a great forcing function to adopt additional digital tools from Pushpay that St. Anthony hadn't leveraged before, including [in-app push notifications](#). They started sending out messages leading up to Easter to notify their parishioners when live streaming would begin during Holy Week. They not only found the feature easy to use, but the in-app communication helped increase participation and drove online attendance to Mass.

For more information about Pushpay, or how to strengthen your digital strategy, [talk to an expert](#).



Pushpay.com

[CLICK HERE to register](#)

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ENCOUNTER!

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The Sermon on the Mount | Fra Angelico, fresco, c.1436, Florence, Italy