

August 2020



ENCOUNTER!
Meeting Jesus
on Higher Ground.

*Blessed are the clean of heart,
for they will see God
(Matt. 5:8).*

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:

- * seven lessons from the Great Recession that apply during the COVID-19 pandemic compliments of **GP Catholic Services**.
- * a step-by-step guide to get a proper ticketing system set up for your Masses provided by **J.S. Paluch Company**.
- * 8 reasons why you should engage your parishioners with an app presented by **Pushpay**.

Have you registered for the ICSC 2020 Virtual Conference?

September 28 to October 9, 2020

Still have questions? We have answers!

On page **5** please see the *Frequently Asked Questions*.

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

Seven Lessons from the Great Recession that apply during the COVID-19 pandemic

From 2005 through 2010, which contained the most volatile years of the Great Recession, the net decrease in philanthropic dollars was less than 0.5%. What may appear counterintuitive is not entirely surprising; after all, humans are wired to give and missions do not pause.

So, while we cannot fully predict what will happen as this global situation unfolds, GP Catholic Services reflects on our work during similarly tenuous economic times just more than a decade ago to offer seven important lessons.

1. Relationships are everything.

During turbulent times, clergy grow naturally concerned that their actions may damage relationships with parishioners. Clients that communicated with empathy and confidence during the recession quickly learned that relationships are buoyant and empathy – in the form of philanthropic support – tends to be given in return.

2. Communication preserves and strengthens trust.

Parishioners and other constituents are always grateful to have their voices heard but even more so during times of crisis. Throughout the campaign planning studies that we conducted in 2009 and 2010, we indeed heard concerns about both the future and the future of fundraising. But we also heard elevated levels of trust and respect that community members had for leadership – trust and respect that converted into active participation and giving.

3. Donors' interests become people-centric.

While there may be a tendency to take a step back from asking, leaders are acutely aware that their missions remain paramount. The faithful are acutely aware of this, too. During the 2008 recession, with the heightened need to access social services, healthcare, and more, community members rose to the occasion. After all, missions continue to be vital (perhaps even more so) to the people served by the Church, regardless of what is happening on Wall Street.

4. Donors are motivated to solve problems.

Often, gifts are motivated by the very problems created by turbulent times. In 2009, for example, amidst uncertainty about the economic future, we counseled a client to solicit the most significant gift of the institution's history to address a massive problem: terrorism. Convinced that a weakened economy created additional post-9/11 vulnerabilities, the donor agreed to an eight-figure commitment.

5. Campaigns can thrive during even turbulent times.

During 2009 and 2010, we saw multiple clients launch campaigns while others pulled back. Clients that launched campaigns with confidence and clarity completed on time. Take one client, who launched a campaign on January 1, 2009: they ended at 22% above goal with unprecedented numbers of major, principal, and planned gifts. On the other hand, clients that decided to pull back from campaigns are still working to catch up today.

6. Planning and discipline pay off.

It's easy to get caught up in the frenzy of a crisis. However, deliberate planning in turbulent times is not only possible but productive. In partnership with our team, one nonprofit entered a disciplined process of campaign planning and budget expansion that created active buy-in from leadership. As a result, the campaign went on to raise more than double the previous campaign, despite launching the quiet phase during a recession. At its conclusion, we celebrated more than 50 gifts of \$1M+.

7. There are alternatives to a campaign with a capital "C".

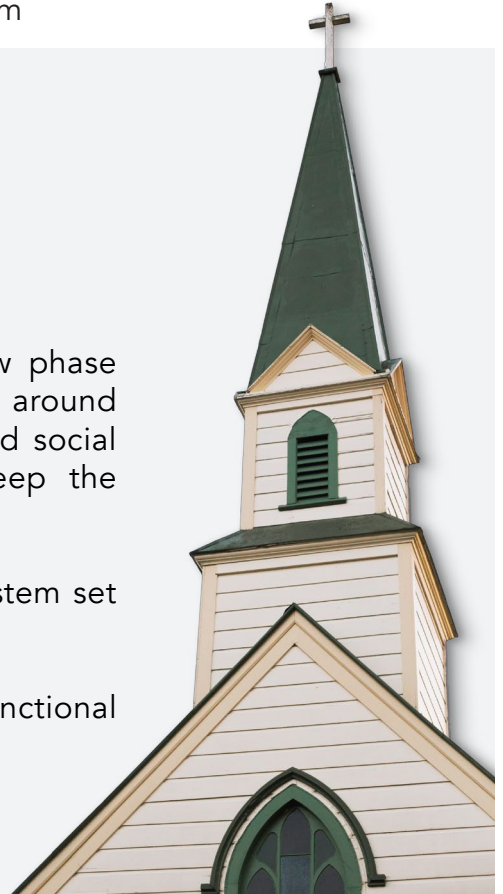
A decade ago, many nonprofit leaders asked us, "Do we really need a 'Campaign'?" After carefully considering their situations within the context of data and expertise, we counseled some clients to enter a less visible major gifts initiative that cultivated and solicited their top prospects who understood their acute needs. This is a time for creativity, and all options should be considered when it comes to reaching funding objectives.

Set up Ticketing for Your Mass

With public Masses re-opening, we are entering a new phase in the Church's pandemic response. In most dioceses around the country resuming public Masses comes with required social distancing guidelines, including using ticketing to keep the number of attendees at a safe level.

Use this step-by-step guide to get a proper ticketing system set up for your Masses.

When it is done, your weekend Mass will have a fully-functional ticketing system using a free account on Eventbrite.



Follow these easy steps:

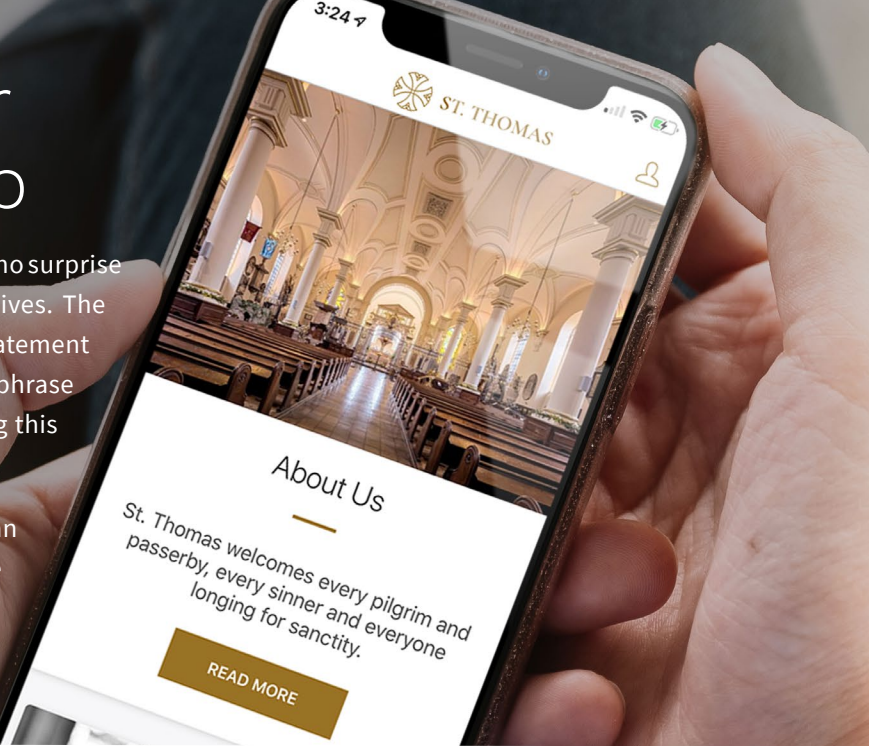
- Map out and count your pews using appropriate social distancing. This means using only every third pew, or using half of one row and the opposite half of the next in a checkerboard pattern.
- Create an account on Eventbrite. It is free to sign up and free to list events: **www.eventbrite.com**
- On Eventbrite, create a new event. A single event can represent all Masses for a weekend - you will use tickets to differentiate Masses. Using a single event also makes it much easier to manage and share since you only have to share one event link per weekend. Eventbrite will ask you for information such as where your parish is located and any event details.

IMPORTANT: Be sure to list any social distancing requirements as part of the event information.
- Set up your tickets. Depending on your parish pew layouts, you may want to have 1 ticket = a family-size group of seats. For example, you could opt for pew groups of 3 people maximum and 5 people maximum. This means if a family has 4 members, they would need a single 5-person ticket. Be sure to limit the total tickets to match how many 'pew slots' you have available.
- Publish and promote your event! Then share the link to your parish via your website, social media, and other communication channels.

8 Reasons Why Your Parish Needs an App

With more than 5 billion mobile users across the world, it's no surprise that apps have become an extension of many people's lives. The 'app' celebrated its twelfth birthday last year, and the statement "There's an App For That!" has gone from a simple catchphrase to a fact of life. And yet, many parishes are not embracing this technology as a tool for engagement and evangelism.

Before you reject the idea of using technology as an evangelization tool, let's consider the fact that nearly five billion people worldwide have smartphones. This creates a wonderful opportunity for sharing the message of Christ through digital means.



Here are 8 reasons why you should engage your parishioners with an app:

1. CONVENIENCE Having access to apps allows people to integrate spiritual messages via an app anywhere and anytime.

2. BULLETINS An app is an easily accessible place for people to read and review the bulletin. Our Holy Father has asked us to be better about limiting our carbon footprint in his writings of Laudato Si'. With access to the bulletin digitally, you can reduce your use of paper and save money on printing costs.

3. PRAYER You can use your app to guide people through contemporary and traditional prayer practices within the Holy Catholic faith. This is a great way to help parishioners develop their prayer life, and they will have it in their pocket everywhere they go.

4. CONFESSION You can set a tab on your app to include an Examination of Conscience in preparation to confession, review the schedule of available times for confession, and even have a copy of the Act of Contrition available in the palm of your hands if you don't know it by heart.

5. OFFERINGS Eliminating the need to remember to write a check and put it in an envelope is a great option for many Gen X and Millennial members. Being able to do an autopay or in-pew offering from the phone is so much easier and in alignment with Laudato Si'.

6. ROSARY One of the most valuable elements of a Catholic App is a tab for saying the rosary. So many say they don't have the time to say it. Folding it into an app that sets a timeframe for completion that is audio-driven enables people to incorporate it into their busy day.

7. CALENDAR Having the calendar always available and in the palm of a parishioner allows them to more easily plan on attending parish events and Holy Days.

8. MESSAGING Apps are awesome for sharing daily devotional messages, reminders, announcements, and the prayers of the faithful.

Creating contemporary means of practicing our Catholic faith has even been encouraged by Pope Francis, as referenced in his address in 2017 on embracing the digital convergence. Ready to implement a custom app in your parish? [Talk to an expert](#) today to see how an app can increase parish engagement and generosity.



FREQUENTLY ASKED QUESTIONS

Q: Why did ICSC decide to transition the 58th annual conference to a virtual event?

A: After thoughtful consultation with ICSC leaders, strategic partners and major stakeholders, ICSC's Board of Directors made the decision to transition ICSC's in-person conference into a reimagined virtual experience. This was deemed to be the best and safest course of action after careful consideration of evolving COVID-19 pandemic developments in the United States and around the world.

Q: What factors were taken into consideration when making this decision?

A: The health and safety of all involved is what influenced the ICSC's decision. To that end, many pandemic factors were considered including:

Anticipated travel restrictions due to the virus. Many 2020 conference attendees are no longer able to travel to and attend the ICSC conference. In addition, dioceses and parishes and other Catholic organizations continue to restrict travel and movement to, from and within the United States.

Shelter in place mandates across the U.S. and globally impacting onsite participation. Many attendees, strategic partners and exhibitors reside in states where varying state and local orders are in place requiring individuals to shelter in place, prohibiting travel and instituting restrictions on gathering, for the foreseeable future.

Anticipated self-quarantine and social distancing extending into the early fall months. Predictive modeling currently available from several sources indicate that policies for social distancing, shelter in place, and other control measures are likely to extend for several more months.

Precedent-setting and unprecedented cancellations and transitions of other in-person conferences, meetings and other events to virtual events. These include the annual meeting of the United States Conference of Catholic Bishops (USCCB) and the Diocesan Fiscal Managers Conference.

It is for these and many other reasons that ICSC made this difficult decision.

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Q: Why was this decision made this far in advance of the event?

A: In addition to the compelling factors considered above, this decision was made now to allow time to successfully transition the event to a virtual experience platform and to allow our valued attendees, strategic partners, exhibitors and stakeholders the time needed to make necessary planning and travel adjustments. Moving to a virtual experience also provides more convenient access options allowing our global community to keep focused on their important work in their own dioceses and parishes during the pandemic.

Q: What do you mean by a virtual event?

A: ICSC is focused on an alternative solution to the 58th annual in-person conference that will provide an engaging, accessible, and inclusive platform to convene our global community, enabling us to connect, to learn, to share knowledge, and to advance the ministry of Catholic stewardship and Catholic philanthropy - a purpose that is more important today than ever before.

ICSC is working to develop an informative and engaging online experience, allowing participants to easily access important topics, research, and content that was originally developed for the onsite experience via their computers. The new virtual experience will also provide opportunities for participants to network, connect, and share knowledge, products, and solutions. Specifics regarding the new virtual experience continues to unfold.

Q: Will the virtual event be held on the originally scheduled dates?

A: The ICSC staff is currently working to transition the onsite program to a virtual experience. At this time, we are looking to launch the virtual event on Monday, September 28 and extend it through Friday, October 9. We thank you in advance for your patience as staff work to develop the new virtual experience. More details regarding the virtual format and programmatic approach are forthcoming. Details will be available on the ICSC website.

Q: What is the ICSC Conference schedule?

A: The ICSC virtual schedule is anticipated to unfold as follows:

Thursday, September 24 and Friday, September 25:

A pre-conference Catholic Foundation Forum

Monday, September 28:

Opening Prayer and Plenary Session

Monday, September 28 to Friday, October 2:

Focus on Dioceses and Catholic Foundations

Monday, October 5 to Thursday, October 8:

Focus on the Spirituality of Stewardship and Practicing Stewardship in Parishes

Friday, October 9:

Closing Plenary Session and Liturgy

Q: How can I register for the conference?

A. Online registration is available on the ICSC website by clicking [HERE](#). You may also call our office at 800-352-3452.

Q: Why do you need each conference attendee's email address?

A. Your email address will be part of your log in credentials to the **Whova** conference platform.

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Q: If I'm already registered, who do I contact to convert my registration to virtual?

A. If you are already registered, your registration automatically converts to a virtual registration. If you have any questions, email our registrar at register@catholicstewardship.org

Q: Is there a deadline for cancellations?

A. In 2020 the date for cancellations has been extended to September 1, 2020.

Q: What all is included in my registration fee?

- A. • Insightful speakers each day of the conference
- Thought-provoking presentations given in thirteen separate tracks
 - Valuable how-to resources and ideas to take home and implement immediately
 - Opportunities for prayer and reflection
 - Networking with exhibitors
 - Networking opportunities with peers
 - A chance to be enriched both personally and professionally
 - Opportunities to learn more about a wide variety of products and services from professional organizations in the ICSC virtual conference exhibit hall

Q: Can I become a member and register for the conference at the same time to save money?

A. Yes, you have the option of joining ICSC during the registration process! In fact, there is a membership section on the conference registration form.

Q: Can I send someone in my place if I can no longer attend?

A. Yes, please be sure to contact us as soon as possible (must be before September 15, 2020) with your replacement's name and contact information so they will have proper credentials and information once they arrive at the conference.

Q: Do I have to attend all the sessions in one specific track or pre-register for sessions?

A. No, you do not have to attend every session in one specific track, and you are free to attend the sessions that are most beneficial to you. You also do not need to pre-register for the conference sessions you want to attend. We do limit the sessions designated as **clergy-to-clergy** to attendance only by clergy guests.

Q: How do we access the Virtual Conference?

A. Prior to the conference all registrants will receive an email from ICSC's email address: register@catholicstewardship.org. Included in this email will be log-in credentials that allows them access to the virtual conference online. The link can be accessed on your computer or you can download the **Whova** app on your smart phone. There is no charge to downloading the **Whova** app.

Q: Will sessions be recorded and can we purchase them later?

A. All sessions will be recorded and available to conference attendees at no additional cost through June 30, 2021.

Q: In what time zone will the conference take place?

A. All published times for the ICSC 2020 Virtual Conference are USA Eastern Daylight Saving Time. All sessions, however, will be recorded and each session will be available.

Q: Will the presentations be live or recorded?

A. Many of the 2020 ICSC Virtual Conference presentations will be live. Some presentations will be pre-recorded.

Q: How do I speak to an exhibitor?

A. There are several ways to speak to an exhibitor. There is a “chat” feature for each exhibitor within the virtual exhibit booth. Some exhibitors will hold live exhibit hours where you can speak with them “face-to-face” or you can schedule a “face-to-face” meeting.

Q: If we choose not to participate in this year’s ICSC Virtual Conference may we transfer this year’s registration to next year or 2022?

A. ICSC conference registrants who do not wish to participate in the 2020 ICSC Virtual Conference may transfer their registrations to the 2021 or 2022 conferences. Contact icsc@catholicstewardship.org to transfer your conference registration.

Q: I’ve registered for the event. Will I receive an adjustment or a refund?

A: We are excited about the new opportunities a virtual experience will provide including global accessibility and an inclusive platform to convene our community, enabling all to connect, to learn, to share knowledge, and to advance the ministry of Catholic stewardship and Catholic philanthropy.

We encourage all current attendees to hold requests until virtual experience specifics are shared. For those having already registered, details will be shared well in advance of the September 1, 2020 refund deadline, giving registrants ample time to make a decision.

Q: When will the 2021 and 2022 ICSC Conferences be held?

A: The 2021 ICSC conference will take place at the Hyatt Regency Hotel in Orlando, Florida September 12-15. The 2022 ICSC conference will take place at the Anaheim Hilton Hotel in Anaheim, California, October 2-5.

Additional Questions?

In the event we have not answered your question, please contact us at the email addresses listed below. We will address your concerns as soon as possible.

General questions about 2020 ICSC Virtual Conference: icsc@catholicstewardship.org

Conference registrations: register@catholicstewardship.org

Strategic Partners or Exhibitors: slee@catholicstewardship.org

Diocesan awards: dioawards@catholicstewardship.org

Parish awards: parawards@catholicstewardship.org

Membership: membership@catholicstewardship.org