

*"The life of a
Christian steward
models the life of Jesus.
It is challenging
and even difficult.
Yet intense joy comes
to those who take
the risk to live as
Christian stewards."*

Most Reverend Joseph W. Tobin, C.Ss.R.
Archbishop of Indianapolis



www.archindy.org/stewardship

Parish Stewardship Renewal Spring 2015



ARCHDIOCESE OF INDIANAPOLIS

The Church in Central and Southern Indiana

Office of Stewardship and Development
1400 N. Meridian Street, Indianapolis, IN 46202
(317) 236-1425 or (800)382-9836, ext. 1425

Purpose of the Offering

- Many parishes have “split” parish renewal from United Catholic Appeal (UCA)
- Received feedback from pastors, PLCs and staff on limited resources to conduct parish renewal
- It is important within the parish to focus on a parish stewardship renewal – engagement and awareness

Why Conduct a Parish Stewardship Renewal?

- Highlight the purpose of the parish and its ministries.

St. Pius X Parish, Greensboro, North Carolina
2009 ICSC “Stewardship Parish of Excellence Award”

Year	Size of Parish (households)	Mass attendance	Parishioners involved in stewardship	Offertory	Key strategies
2004	1,025	1,159	1,156	\$805,000	Annual ministry fair
2005	1,041	1,274	1,179	\$845,000	Volunteers are thanked
2006	1,095	1,297	1,325	\$920,000	Stewardship taught in all faith formation programs
2007	1,204	1,376	1,349	\$1,000,000	Stewardship witness talks
2008	1,204	1,438	1,869	\$1,020,000	Monthly homilies touch on the topic
04 - 08 change	+18%	+24%	+61%	+27%	Significant service opportunities

The impact of building a culture of stewardship
Case Studies

Why Conduct a Parish Stewardship Renewal?

- Highlight the purpose of the parish and its ministries.

The impact of building a culture of stewardship
Case Studies

St. Mary Parish
Lanesville, Indiana

Year	Size of Parish (households)	Total Ministry Pledges	Ministry Pledges per Family	Offertory	Key strategies
2003	416	180	1.4	\$295,000	Lay leadership stewardship effort
2004	441	364	2.4	\$298,000	Welcoming committee
2005	443	442	2.6	\$301,000	Emphasis on “prayer & presence” and “time & talent”
2006	433	545	3.3	\$316,000	Parishioners asked for an annual financial commitment
2007	446	560	3.4	\$338,000	Stewardship witness talks
2008	462	583	3.4	\$363,000	Annual parish retreat
2009	470	796	3.9	\$354,000	Emphasis on serving the needs of the larger Church leads to consistently exceeding their Christ Our Hope annual appeal goal
03 – 09 change	+13%	+342%	+179%	+20%	

Why Conduct a Parish Stewardship Renewal?

- Highlight the purpose of the parish and its ministries
- Define stewardship as a “way of life” and why we are called to give generously of ourselves...

The goal of the stewardship commission is to create a connection between the parish and every parishioner – spiritual, educational, or personal.

Why Conduct a Parish Stewardship Renewal?

- Highlight the purpose of the parish and its ministries
- Define stewardship as a “way of life” and why we are called to give generously of ourselves
- Tell stories of success from within the parish

Importance of Engaged Parishioners

- Are 10 times more likely to invite someone.
- Served more than two hours per week.
- Tripled their giving to the Church.
- Were three times as satisfied with their lives.

Our Sunday Visitor Partnership

- Our Sunday Visitor (OSV) partnership for the UCA
 - Have logos, signatures, experience working the parishes
 - Most of our parishes use their envelopes
- Handful of parishes have already expressed desire for these types of materials directly to OSV

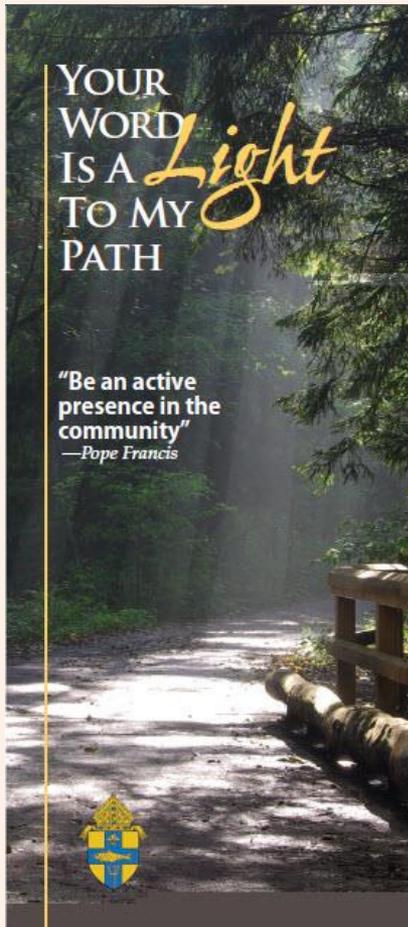
Parish Stewardship Renewal Materials Offered

- Three formats:
 - Bulk materials
 - Direct mail pieces for each household
 - Combination of bulk / direct mail pieces

What pieces are available:

- Customized parish letter
- Brochure focusing on Stewardship (static)
- Customized pledge card
- #9 and #10 envelopes
- Posters

Parish Stewardship Renewal Theme



- Life is full of twists and turns
- Pope Francis asked, “Where are you on your spiritual journey...have you stopped or lost your way? Or are you heading straight for your destination?”

Your Word is a Light to My Path

- Reprinted with permission of the Archdiocese of St. Louis
 - Strong theme and well written materials
 - Lowered cost because of design time

Custom Letter



May 20, 2014
Office of Stewardship
Pastor's Letter

<<DATE>>

<<Addressee>>

Dear <<Salutation>>,

It's happened to all of us. You're driving in an unfamiliar part of town or in a strange city, and you make a wrong turn. Not realizing your mistake, you keep driving for a while. Pretty soon, you don't recognize the buildings or street names. You're not sure where you are, how you got there, or how to get back. You are completely lost.

Life is full of twists and turns. At times, all of us get lost or hit some bumps in the road. As Catholics we know the path of true stewardship is not easy, but God promises to lead and guide us. He gives us a road map - His son Jesus Christ who is the Way.

In a recent homily, Pope Francis asked, "Where are you on your spiritual journey... have you stopped or lost your way? Or are you heading straight for your destination?"

On the road of stewardship, we are called to give of ourselves freely and lovingly. Gradually we learn to see the world as God sees it and use our gifts and talents to help others. Walking with Christ, stewardship becomes not simply something we do, but *who we are* as His disciples.

<< I invite you to adopt this new way of life, a life of true stewardship. The first step is to give time to God: to pray. If you do this every day, faithfully, I assure you your prayers will be fruitful.>>

Please use the enclosed brochure as a reflection guide and return the completed commitment card at Mass during commitment weekend, <<DATE>>. Thank you for your support. Together we can build the Church.

You are on the road. Take this step toward Him.

May God continue to bless you and your family.

< Signature and title >

Brochure on Stewardship

- Static piece
- Includes the following sections:
 - Make Straight Your Path
 - Journey to Holiness
 - Spirit of Stewardship
 - Giving Guides



GIVING GUIDELINES

Of all the ways we are asked to be generous, giving from our treasure – our money – can be the most challenging. God understands this. But we must understand that everything we have, everything we are, is a gift from God. We aren't owners of anything, but merely "stewards" of the gifts God gave us. All He is asking is that we return a portion back to help build His Kingdom.

Think about the following: when I give money do I give from my "first fruits," or do I give from what is "left over"?

Tithing is a recommended gift of 10% of your income: 5% to your local parish and 5% to the greater Church and other charities. Tithing, understandably, can be seen as being difficult. If so, pray, ask God for guidance and keep an open heart for His answer. If you are called to contribute something different, please use the Giving Chart below as a guideline.

Remember, no gift is too small or insignificant to use in building God's Kingdom. Your generous support is greatly appreciated!

Please remember your parish in your estate plan.

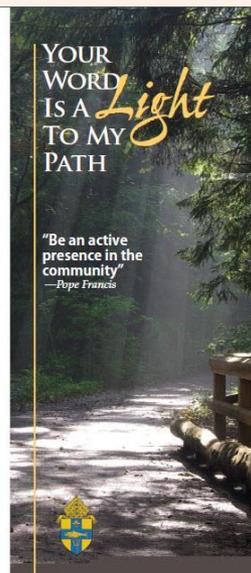
Income	1.0%	2.0%	3.0%	4.0%	6.0%
Yearly	\$ 4.00	\$ 8.00	\$ 12.00	\$ 16.00	\$ 20.00
\$ 20,000	6.00	12.00	18.00	24.00	29.00
40,000	8.00	16.00	24.00	31.00	39.00
50,000	10.00	19.00	29.00	38.00	49.00
60,000	12.00	23.00	35.00	46.00	58.00
70,000	13.00	27.00	41.00	54.00	69.00
80,000	15.00	31.00	47.00	62.00	77.00
90,000	17.00	35.00	52.00	70.00	87.00
100,000	19.00	38.00	58.00	77.00	97.00
120,000	23.00	46.00	69.00	92.00	115.00
150,000	29.00	58.00	87.00	116.00	145.00
175,000	34.00	67.00	101.00	135.00	169.00
200,000	39.00	77.00	116.00	154.00	193.00

"Where are you on your spiritual journey? Are you wandering aimlessly like a tourist? Have you stopped or lost your way? Or are you heading straight for your destination?"

—Pope Francis



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MAKE STRAIGHT YOUR PATH

Life is full of twists and turns, bumps in the road, and detours. As Catholics, we know the road of stewardship requires patience and perseverance. Christ invites us on a great journey and promises to travel by our side. As stewards of His gifts, we need to know where we are going and how we will get there. We need a road map.

As we walk with Jesus, we come to know Him personally. Over time, we grow in love and understanding. As we grow, we are called to serve others and share our gifts with those we meet along the way. We learn to love generously and selflessly, giving of ourselves. Our love, compassion and understanding all cultivate a lifestyle of stewardship.

JOURNEY TO HOLINESS

Nourished by prayer, silence, and God's Word, our faith becomes a source of profound joy and healing peace. Our lives burn bright with the fire of the Trinity's merciful love. Our God – Father, Son and Holy Spirit – teaches us to respond lovingly to the needs of others by giving freely and joyfully. This spirit of stewardship becomes an extension of our life in Christ and enables us to build the Church.

"What I do, with what I have, when I believe in God."

—Archbishop Joseph W. Tobin, C.S.A.R., recounting his favorite definition of stewardship

SPIRIT OF STEWARDSHIP

Pope Francis offers a great example of the enthusiasm, humility and hope that come from being a true disciple. He reminds us that a vibrant, living faith builds the Church by drawing others to Christ. Faith enables us to see as God sees, and to use our gifts and talents to help others.

As we adopt a spirit of stewardship, we experience freedom from our own desires and move toward a life of service and love. We understand that everything we have – our faith, family, friends, health, happiness, success and material possessions – are gifts from God. We willingly share those gifts, the fruits of our labor, with others. Stewardship becomes not simply something we do, but who we are as followers of Christ.



Customized Parish Pledge Card

- Branded to the parish
- #9 return envelope
- Customized Ministry List
- Three categories:
 - Prayer
 - Participation
 - Generosity

Make a personal commitment:
 You are invited to share your time, talent, skills and treasure in the active mission and ministry of our parish.

PRAYER: Spend time in prayer.
 A personal response to the universal Call to Holiness.

My intentions are:

Attend weekly Mass
 Attend daily Mass
 Join Eucharistic Adoration frequently
 Pray the Rosary
 Say grace before every meal
 Attend confession frequently

PARTICIPATION: Volunteer and participate
 Please print the name of each household member who is or wishes to make a commitment. Then add the code for each of the activities which are of interest to you.

1. _____
 FIRST NAME LAST NAME

I wish to become active in: _____
 I am already active in: _____

2. _____
 FIRST NAME LAST NAME

I wish to become active in: _____
 I am already active in: _____

3. _____
 FIRST NAME LAST NAME

I wish to become active in: _____
 I am already active in: _____

4. _____
 FIRST NAME LAST NAME

I wish to become active in: _____
 I am already active in: _____

St. Joseph Church
 Ministries and Organizations

FAITH FORMATION MINISTRY

1. Adult Catechetical Team
2. Baptismal Preparation
3. Confirmation Preparation
4. Rite of Christian Initiation of Adults
5. Rite of Christian Initiation of Children
6. Religious Education
 - a. Children
 - b. Adult

STEWARDSHIP MINISTRY

7. Communications Committee
8. Endowment and Planned Giving
9. Festival Committee
10. Finance Committee
11. Parish Planning Committee
12. Stewardship Committee
13. Stewardship Education
14. Volunteer Coordinator

SPIRITUAL LIFE MINISTRY

15. Adult Choir
16. Altar Server
17. Bible Discussion Group
18. Cantor
19. Children's Choir
20. Christ Renews His Parish
21. Evangelization
22. Extraordinary Minister of Holy Communion
23. Lector
24. Minister of Hospitality

25. Liturgy Committee
26. Music Committee
27. Sacristan
28. Vocations Committee

FAMILY & SOCIAL SERVICES MINISTRY

29. Adult Athletics
30. Basic Christian Community
31. CYO
32. Marriage Preparation
33. St. Vincent de Paul Society
34. Pro Life Committee
35. Scouts
36. Young Adult Catholics
37. Youth Ministry

PARISH LIFE MINISTRY

38. Building and Grounds
39. Parish Office Volunteer
40. Funeral Needs
41. Parish Life Committee
42. Nursery
43. School Commission
44. Parent/Teacher Organization
45. Welcome Committee

GIFTS OF TALENT
 Do you have other skills, talents or resources you'd be willing to share? Please describe.

Please share your comments on the reverse side of this card.

Posters



Next topics:

- Pricing
- Ordering
- Timeline

But first, questions on the
Pieces?

Pricing

Bulk to the Parish

Posters - \$1.25 each

Brochures - See pricing below

Letters - \$.12 each plus \$38 for up to 2 colors and \$46 for full color

#9 Return Envelope - \$.08 each

#10 Envelope - \$.08 each

Mailing Items

Letters - \$.23 each plus \$38 for up to 2 colors and \$46 for full color

Brochures – See pricing below

#9 Return Envelope - \$.11 each

#10 Envelope - \$.12 each

Brochure pricing

1-499: \$.54 each for Bulk / \$.57 each for Mailing

500-999: \$.49 each for Bulk / \$.52 each for Mailing

1000-2500: \$.40 each for Bulk / \$.43 each for Mailing

2501-10,000: \$.22 each for Bulk / \$.25 each for Mailing

10,001-25,000: \$.19 each for Bulk / \$.21 each for Mailing

Pricing Example

Parish size is 750 households

2 posters = \$2.50

Mailing to parishioners homes:

\$.52 for the Stewardship brochure

\$.52 for the TTT Form/brochure

\$.19 for the Pastor's letter

\$.11 for the #9 Return envelope

\$.12 for the #10 envelope

Total = \$1.46 per household plus postage

Postage is as follows:

- Over 200 households, 3rd class is \$.22 each
- Under 200 households is First Class. The mailing weighs over 1.3 ounces so First Class postage will be \$.70 per piece.
- There is a \$25.00 minimum order change.
- Any mailing under 200 parishioners will ship first class.

Print Specific Example Timeline

Commitment Weekend April 19th	
Delivered by April 6th	
<u>Action Items</u>	<u>Due Date</u>
Church submits order form and supporting materials. (mailing list, print pieces, letterhead, signature and envelopes)	March 2nd
OSV to send proof for approval.	March 5th
Church provides approval. (Order will ship approximately 10 Days from proof approval)	March 9th
OSV ships 3rd class (Please allow up to 3-5 days for 1st class delivery and up to 10-14 days for 3rd class delivery)	March 23rd

How to Place Your Order

- Electronic Order form provided
- Call us with questions or to place your order:

Candace Foust

or

Amy Cain

smprocessing@osv.com

1-800-348-2886 ext. 2124

2015 Archdiocese of Indianapolis Stewardship Renewal Mailing

Parish Name _____
Address _____

City, State, Zip _____ 00 No11 Plaza, Huntington, IN 4675
Telephone Number _____ smprocessing@osv.com
Contact _____ 800-348-2886 ext. 2124
Email Address _____ Fax: 800-442-0669

OurSundayVisitor
Enriching Parishes... Enriching Community

Letter (Please select one of the following)

Use recommended letter from the Archdiocese
 I would like to revise the letter from the Archdiocese
Send revised letter as a PDF to smprocessing@osv.com

Time/Talent/Treasure Brochure (Please select one of the following)

Use recommended brochure from the Archdiocese
 I would like to revise the brochure from the Archdiocese
Send revised brochure as a PDF to smprocessing@osv.com

Letterhead, Envelopes and Signature

Your parish will need to send new letterhead, #10 envelope and Pastor/PLC/Deacon signature. Please send all files as JPEG, TIF or PDF. For the signature, please sign using black medium point pen or fine black felt tip pen. Please send at least two signatures.

Enclosed is our parish:

Letterhead
 Address for #9 Return Envelope (Only needed if different from address on #10)
 #10 Outside Envelope
 Pastor/PLC/Deacon Signature

Mailing Details

In-Home Date _____ Ship Early if Complete
Mailing Quantity _____
 First Class (Will incur \$.70 postage)
 Third Class (Parishioner count must be 200 or more)
 Sending new parishioner file
 Use current OSV envelope file File Name: _____ Active Inactive

Bulk Ala Carte Items

Posters Qty _____
 Letters Qty _____
 Archdiocese Brochure Qty _____
 Time/Talent/Treasure Brochure Qty _____

Parish Stewardship Renewal Sample Timeline

Month One

- Pray for the success of Parish's Stewardship Renewal.
- Select or ask leadership, set parish goals (financial and participation), and prepare household data.
- Select or create print materials
- Develop and finalize the parish ministry list. (Reference past UCA list.)
- Select and recruit lay witness presenters.

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Month Two

- Pray for the success of Parish Renewal Appeal.
- Place messages in the bulletin along with general intercessions in the liturgy and select liturgical music.
- Place posters throughout the Parish.
- Conduct 1 - 4 Awareness Weekends that may include: (1) State of the Parish, (2) Lay Witness Talks on volunteer service or treasure, (3) Festival of Ministries, and/or (4) Homily focused on Stewardship.
- **INTENTION WEEKEND:** Distribute materials and intention cards to parishioners.
- Using the in-pew approach, place extra intention cards and return envelopes out on Intention Weekend.

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Month Three

- Pray for the success of Parish Renewal Appeal.
- Implement parish follow-up through pulpit and bulletin announcements, letters, phone calls, e-mail and/or parish website messages in an effort to achieve the parish goal.
- Promptly send thank-you letters to participating parishioners.

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Month Four

- Pray for the success of Parish Renewal Appeal.
- Follow up with ministry chairs to ensure that someone has reached out to all potential volunteers.
- Prepare a statistical report on the time and talent data to share with parishioners in celebration of parish's commitment to community.

Other Best Practices for a Successful Parish Renewal Appeal

- Prepare a Parish Accountability Report
- Conduct a Ministry Fair
- Create and show a simple video
 - <https://www.youtube.com/watch?v=Rdp3tdikvGI>
 - <https://www.youtube.com/watch?v=cYpGkf76UBM>
 - <https://www.youtube.com/watch?v=fHUdu3tW5HU>

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