“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

Parish Stewardship Renewal
Spring 2015

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

www.archindy.org/stewardship
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.

The impact of building a culture of stewardship

Case Studies

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

The impact of building a culture of stewardship

Case Studies

<table>
<thead>
<tr>
<th>Year</th>
<th>Size of Parish (households)</th>
<th>Total Ministry Pledges</th>
<th>Ministry Pledges per Family</th>
<th>Offertory</th>
<th>Key strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>416</td>
<td>180</td>
<td>1.4</td>
<td>$395,000</td>
<td>Leadership stewardship effort</td>
</tr>
<tr>
<td>2004</td>
<td>411</td>
<td>364</td>
<td>2.4</td>
<td>$398,000</td>
<td>Welcoming committee</td>
</tr>
<tr>
<td>2005</td>
<td>443</td>
<td>442</td>
<td>2.6</td>
<td>$401,000</td>
<td>Emphasis on “prayer &amp; presence” and “time &amp; talent”</td>
</tr>
<tr>
<td>2006</td>
<td>433</td>
<td>545</td>
<td>3.3</td>
<td>$316,000</td>
<td>Parishioners asked for an annual financial commitment</td>
</tr>
<tr>
<td>2007</td>
<td>436</td>
<td>560</td>
<td>3.4</td>
<td>$338,000</td>
<td>Stewardship witness talks</td>
</tr>
<tr>
<td>2008</td>
<td>462</td>
<td>583</td>
<td>3.4</td>
<td>$363,000</td>
<td>Annual parish retreat</td>
</tr>
<tr>
<td>2009</td>
<td>470</td>
<td>796</td>
<td>3.9</td>
<td>$354,000</td>
<td>Emphasis on serving the needs of the larger Church leads to consistently exceeding their Christ Our Hope annual appeal goal</td>
</tr>
</tbody>
</table>

03 – 09 change: +13% +342% +176% +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.

*Copyright 2001 The Gallup Organization, Washington DC*
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
May 30, 2014
Office of Stewardship
 Pastor’s Letter

<<DATE>>
<<Address>>

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. 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 >>

123 MAIN STREET · ANYTOWN, USA 23456 · (567) 891-4321 · WWW.STJOSEPHCHURCH.ORG
Brochure on Stewardship

• Static piece
• Includes the following sections:
  o Make Straight Your Path
  o Journey to Holiness
  o Spirit of Stewardship
  o Giving Guides
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 resource 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 Renew His Parish
21. Evangelization
22. Extraordinary Minister of Holy Communion
23. Lector
24. Minister of Hospitality

FAMILY & SOCIAL SERVICES MINISTRY
25. Liturgy Committee
26. Music Committee
27. Sacraments
28. Vocations Committee
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

YOUR WORD IS A LIGHT TO MY PATH

“Be an active presence in the community”
—Pope Francis

Join us in celebrating commitment weekend.
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

Updated pricing effective 2-23-2015
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

<table>
<thead>
<tr>
<th>Action Items</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Church submits order form and supporting materials. (mailing list, print</td>
<td>March 2nd</td>
</tr>
<tr>
<td>pieces, letterhead, signature and envelopes)</td>
<td></td>
</tr>
<tr>
<td>OSV to send proof for approval.</td>
<td>March 5th</td>
</tr>
<tr>
<td>Church provides approval. (Order will ship approximately 10 Days from proof</td>
<td>March 9th</td>
</tr>
<tr>
<td>approval)</td>
<td></td>
</tr>
<tr>
<td>OSV ships 3rd class (Please allow up to 3-5 days for 1st class delivery and</td>
<td>March 23rd</td>
</tr>
<tr>
<td>up to 10-14 days for 3rd class delivery)</td>
<td></td>
</tr>
</tbody>
</table>
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
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.
Parish Stewardship Renewal Sample Timeline

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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
Office of Stewardship and Development
Contact Information

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