

The 2022 Annual Conference 60 years Stewardship: A Disciple's Response

Oct. 2-5, 2022 **Bill Woodard – Pastoral Council Notes**

Session #4

First Things First: Knowing Your Parishioners and Customizing Your Approach

Speaker: Robin Mardraf – Stewardship and Development Manager, Phoenix, Arizona

Mass count is important.

Know who / keep track of those who participate in the “sacraments, school enrollment, etc.

As much details as available, not just numbers. We must see everyone, especially those who hope to not be noticed.

What is an active member, what is an inactive member?

Who are the 20%? Find out as much about the 80%. Find out their needs before asking for anything. Grow the inner circle and close the gaps.

First step be aware that there is a gap.

The active as well as those on the fringe, bring them in or at least keep them from moving out.

Parish – inner circle, outer circle, personnel connection.

New members – track activity. No activity by end of year is a signal to take action.

Type of member - single, empty nest, older members, divorced, widowed, new parents, Parent engagement

Do a “pastoral outreach. Check to see why not attending; get all pastoral staff on board. The parish office can be

intimidating.

Zero givers, who receives envelopes. Identify method of giving. Those who contribute but not active.

Session # 11

We want to be a Stewardship Parish: Creating a Plan that will keep you on target

Speaker: Jennifer Van Zandt – Communication and Member Engagement Coordinator, San Clemente, California

Stewardship road map, Start or Reboot

When meeting someone try to exchange contact information.

The “Three Ts – Time, start with finite-never end

Talent, all are given gifts. Develop and share

Treasure

Four Pillars Stewardship rest on: Hospitality – Corner stone

Prayer – needed in daily life

Formation – as Stewards, not criticize but support all others

Service – Where can you serve, step out of comfort zone.

Recovery mood, getting them to come back. Life boats exist to save lives, so does the church.

Shift focus to good being done in the parish Focus on those who are present.

Mission, where are we going/ Defined in the gospels Mathew 10-20

Vision, how to get there, bring everyone together (mind, heart) closer to Jesus.

Leadership – Starts with pastor, if not, we as stewards can lead by example.

Why - integrate life and passion. We do it because we are called.

Discipleship committee includes all ages, economics, and access exiting ministries

Stewardship 101 - start with time (everyone has it). Stewardship Renewal – recruit lay witness to speak at mass.

Stewardship is a process which can lead you to unexpected places. When you make a move the next step is calculated.

Jesus is Counter culture. Listen, conducting sessions, how can we help. Respond; create programs or events helping them increase their faith.

Session #21

All Are Welcome! Cultivating a Spirit of Hospitality in our Parish and beyond

Speaker: Maryanne Russell – Director of Stewardship and Evangelization, San Diego, California

All Are Welcome, build into the fabric. Hospitality is called and gifted, not just greeters, it's everyone's job.

6 Key Principles

- 1) Form your leaders, cast the vision, and include everyone, many times.
- 2) Remember your Why. Behave, Believe, And Belong. Approach just as they are.
- 3) Focus, assess, discern. Reflect on the 3 B's for your experience, your parishers. Teams vs Committee
- 4) Hold up the Looking glass. Make honest assessment, communications, Sunday experience, non-mass events. Rows vs circles. Beyond the pews, communities, self-reflections. When you make time. Dream big, outside the box. New voices, pray for creativity, expect more, and start somewhere.

Start somewhere; map a route, 1-2 action steps. Act, assess and adjust. Celebrate victories, communicate. Name Tag Sunday. Leader, staff wear name tags.

What difference does our parish make? Will they miss us?

Change Style Indicator – Improve Change Effectiveness

Two Dimensions of Change

- 1) Structure Event – New assignment, New Leader, New Team, Merger
- 2) Psychological Response, the process we go through. Finding your change style

Conservers – Accept the structure change, prefer change that is incremental, evolutionary, look to the past.

Rules and Policies provide order and this has intrinsic value

Originators – Challenge the structure, prefer change that is expansive, revolutionary, look to future.

Rules and policies are the problem and often have negative value.

Pragmatists – Rules and policies are a fact of life.

We need all of these. When we know where we are, we can find out what we need. If not we can get stuck. Be aware of what's going on. We need to be flexible, avoiding style traps.

Session #37

Diocesan Annual Appeals: What We're Still Learning in this Ever-Evolving Post-Pandemic Environment

Speaker: Jeanne Combos – Director of Annual Appeals, Diocese of Arlington, Virginia

Jim Kelly – Director of Development, Diocese of Charlotte, North Carolina

Scott Whitaker – Director of Stewardship and Development, Diocese of Austin, Texas

- First Appeal Letter to increase gifts
- First Appeal Pledge Card
- Matching Gift Incentive
- Second and Third Appeal Letter
- Nudge Letter to no pay and slow pay pledge donors
- Prayer Incentives
- Post card survey

- Annual restricted appeal
- Direct e-mails, digital communications and In-pew
- Sharing impact, newsletter, annual reports,
- 4th quarter e-mails and communications
- Zooming with Bishop
- Using multiples videos
- in-pew Testimonials
- Regional Appeals

Session #51

Communicating effectively with all Generations of Parishioners to Build Engagement

Speaker: Katie Price – Director of Mission Advancement and Parish Vitality, Diocese of Springfield, Illinois

Family is your support system. Who we are to facilitate change.

A generation – every 20 years, event shape who they are. Change is happening very fast space.

Miscommunication between all and dependent on each other. Change to accommodate generational schedules.

Gen Z – 25 and under

Millennials – 23-38, largest generation (young families)

Gen X – 39-54 (middle child) online people

Boomers – 55-73, influence in clutter, sr. leadership

Silent Gen – 74-91, lived sacrifice

Who contributes to offertory – anyone who's been baptized, its part of the mass. Tithing is like 90% coupon to haven.

Must meet each generation where they're at.

Things to do:

- 1) Ministry succession plan, pray and search, Pass the torch
- 2) Invite Gen X into leadership
- 3) For Catholic Family create opportunity to sign up to be involved
- 4) If not moving, not effective, get rid of ministry
- 5) Offertory participation in Mass, make envelope more useful for all generations
- 6) Bulletins are they needed/ Need to be faith formative articles

Session # 63

Creating a Culture of Witness in Your Parish

Speaker: Rev. Tim Donovan – Chaplain Santa Margarita, California

How would you describe the culture in your parish? Example: many are tired and worn out. Witnessing is messy, not so contained.

What is needed to move people into this place, Hierarchy of Formation?

Prayer Ministry

Love ministry

Celebrate Ministry

Know Ministry

Encounter Ministry

Enhance Ministry

Bottom line “you matter” Follow up is not fun but a must, and you cannot thank people enough.

Session #71

How do stewardship committees add significant value to parish stewardship efforts?

Speaker: Jim Kelly – Director of Development, Diocese of Charlotte, North Carolina

The three Ps are People, Process and programs. Make Sunday focus on the right thing, Stewardship, based on the individual need to give. Trying to get people to believe they are blessed. Everyone is gifted but don't know, Make them aware and get them to use them. Move from transactional to relational. The church does not move by majority. Our assumption drives our reality. The church relational authority, no one can take away. Why do we have the crucifix in the church, because he is the witness.

Thank you for the experience. I pray these notes are helpful.

Regards,

Bill Woodard

St. Laurence Pastoral Council