

International Catholic Stewardship Conference

Oct. 2-5, 2022

Cindy Martin

Tony Brandt and Chris Stewart

Our mission is to create disciples. Disciples create stewards.

7 Pillars of Creating Stewards

1. Prayerful- Be a people of prayer. To give the gift of Jesus you have to have the gift of Jesus. We have to be serious about pursuing holiness- through prayer. **Send a postcard to the person you are lifting in prayer stating how many prayers you have prayed for them (Memorare, Rosaries, Hours in front of the Blessed Sacrament).** They have cards printed that you check off. People need to physically see how and the amount you are praying for them.
2. Invitational- Invite people individually to join you at Mass, Adoration, Bible Study. Don't give up. Keep extending the invitation: Persistent personal invitation
3. Hospitable- Christ welcomed everyone. Some of the Christmas and Easter Catholics have not been in church for 2 years. We must extend hospitality which opens their hearts to receive the graces of sacraments.
4. Inspirational- No one is inspired by how normal you are. Normal people are not inspirational. **Be on fire! Be confident and share what you love.** Inspire the next generation. Be on fire for Christ!
5. Sacramental- We are about the sacraments and living the graces of the sacraments to others. Share your story of confession. Pair confession with something you do every month- day of the month, with day you get your hair cut/ bring someone with you when you go. Our job is to bring broken people back to the sacraments. The sacraments can change hearts and move mountains.
6. Formational- We are to form disciples by walking with them. Establish a brotherhood with others. He spoke of a bible study he began in his home called Whisky and the World. The men pray Lectio Divina over the upcoming Sunday readings. We have to be willing to get messy and get into people's lives. We must share in each other's humanity like Jesus did.
7. Mission full - So I send you. Reconcile humanity to the Father. Make disciples. Our courage to evangelize is measured by our love of Jesus. The more we know him the more we want or share. Saints knew other Saints. If you want to be serious about becoming a saint we've got to run with other saints. Saints were saint makers. This is you! Answer the call to create disciples.

Tommy Schultz- social media

- **Post should inspire action**
- **Not just show what you are doing-engage**

- We have the capacity to create
 - When we create we participate in the divinity of God because creation is divine.
 - Anatomy of a message
 - *Head*- information - date, time, call to action- ask questions on social media to engage
 - *Heart*- why- inspirational-share your story- let others share their story of why this is important- personal stories
 - *Eyes*- who will see this -know your audience- do testing- send messages at different times of the day to see what the response is- do Google analytics or built on Facebook analytics- care about the community- talk to parishioners- what's important to you-
 - *Feet*-how- pick software that works best for you. **Do social media assessments- Tommy Shultz will do a free social media assessment- email him-** do one platform and do it well- Facebook and Instagram - keep it up to date or don't use it/ Pay for a communication plan for social media
 - Communication strategy-
 - Fish fry example
 - Know what you are promoting
 - Head - K of C when, how , where
 - Heart- The fish fry proceeds support a women's shelter. Include picture of someone working the fish fry and someone getting helped from the donation
 - Eyes- 2 times a week on Instagram/ pay for people to see it- do old fashion flyers
 - Feet
 - Begin 6 months out, 3 months out and then weekly for a month
 - Get 5 people who do social media well- establish a social media ministry
 - People want to be involved- apply this to the social media
- Target your marketing campaign
 - Funny- personal story of someone who volunteers/ story of someone who will benefit real parishioner photo
 - **Use humor** -You know who loves fish? Jesus.....
 - What is one thing I can do to change the landscape?
 - One page for the parish with subgroups

Armando Cervantes - Engaging Young Adults

Pew/Deloitte Research

Generation Z- loyal to brands they trust/ they will take a stand for organization they trust/
They buy from people they trust/They rely on tic tok or YouTube for info not Google/ Over 50
percent of this generation gives money to charity/ They have volunteered for charity- Don't
think they can't give or serve.

Millennials spend money on experiences/55 percent donate to charity/33 percent
volunteer/

Engage with them on the why and get their input

They want to integrate their faith with sharing their talents/ They want to know how much is
too much to give or too little. Need to be led to pray about what God is calling them to give.
/ They can volunteer once a month and not every week. They want to be used or they think
their service is not needed at all/ give reasons why we give not how much/ they get stuck
on the numbers/ how much we give is not one-time decision/it is an ongoing discernment
as life changes in money and time/talk individually not generally/ giving is a spiritual
exercise need to be journeyed with through transitions/ young adults don't know what we do
to serve others/ show them and tell them of our stories of what we do and who we are. **We
are not good at showing how amazing the Catholic Church is in giving to those in need and
helping where needed. WE need to make this more pervasive in our communications. They
want to be a part of an organization that is making a difference. We are...show them!** / be
present where young people are looking/engage youth in making videos /

In order to give they Must believe In the mission

They need to be able to Trust that the money will be well spent

They must Feel that their gift will be used well

Share our giving stories and how it changed my life.

Scott Whiticer- Using social media to increase stewardship

Call to action button

Direct them back to your website

Donor stories on social media Leading up to donor weekend

Short 1 min videos about different areas instead of 1 video

Drive traffic back to website

Use Google analytics

Use Facebook analytics

Social media streamlined

Link in communications back to website

Who are the Catholic influencers in our parish or diocese- Use them as consultants

Katie Price- Engaging Across the Generations
[Presentation with Be Not Afraid Video](#)

Gen Z wants to feel inspired

Gap in young adults is so much bigger now because the time between high school and becoming a young family is much longer now

She engaged young adults on social media by asking they to complete the statement regarding their faith

I'm afraid:

To stop using contraception

Of talking to my kid who is gay

Of going to confession

Of the future

They clicked on the box what are you afraid of and when they did it linked them to resources about that fear...

Ask Fr. Videos- created by their pastor

Links to resources about the subject

Dive Deep podcast about the topic

Schools having difficulty connecting families with the parish

-New Student Welcome packets should contain a welcome letter from the Pastor

-List of mass times

-Registration for parish

Stewardship as a way of life-

Envelopes for each every group are given to parishioners, adults and kids alike- everyone should give

The back of the envelope had: How can I pray for someone in need this week? How can I serve this week?

Boomers: Need a ministry succession plan

Gen X: invite into leadership- experience driven

Millennials: catholic family crate is a great resource

Communication from the parish should include;
Asking for prayer requests

Priest prays over them

Email from the pastor- make it personal

Share what is going on in the parish

Pray and list candidates in RCIA by name in the bulletin and email

Communication is for sharing the good news and inviting people to become involved