

# ***Stewardship Networking Group*** ***Archdiocese of Galveston-Houston***

## September Stewardship Networking Group Meeting –NOTES

### “They Won’t Give If They Don’t Know— Effective Stewardship Communication”

THANK YOU, to Michele Yanta’s Team at St Anne for hosting our SNG group! Presenter: Sean O’Driscoll – Senior Communications Manager, Archdiocese of Galveston-Houston did an inspiring presentation on the topic with great detail. “Thank you Sean” Below are some notes that may be of help to you in this worthwhile topic.

Below are brief meeting notes from our September meeting “They Won’t Give if They Don’t Know—Effective Stewardship Communication”. The PowerPoint presentation can be viewed at: [Stewardship Communications - Seah Odonell.9.2024.pdf](#)

Communications is a ministry – not a department

- It’s who I am and what I do
- When our work is a ministry, it is self-gift
- Communication (evangelization) is the oldest ministry
- Jesus was a great storyteller – our brains are wired for stories
- Evangelization is the right message at the right time to the right people in the right way

Communication is a battle for attention

- Our job is to break down barriers and earn the right to be heard
- If a parish is deciding whether to hire a youth minister or communications director – hire the communications director!

Key elements for communicating stewardship

1. Transparency – regular financial updates, seek feedback/questions from parishioners
2. Gratitude – personally acknowledge individuals, celebrate milestones & achievements
3. Impact Stories – share stories from people who have benefited, highlight successful projects
4. Clear Vision & Goals – clearly stated vision, updates on progress
5. Listening – “5 WHYS” (keep asking why), understand what they want and who they are

4 C’s of Communication (from Tracy Welliver)

1. *Concrete*, 2. *Consistent*, 3. *Constant* – “stewardship is a way of life”. 4. *Creative* – the message doesn’t change, but how we communicate it does

4-H Messaging

1. Head – information, specifics, details, numbers
2. Heart – emotional, feelings, aspirational messaging
3. Hands – give them something to do, tangible, immediate
4. Hero – how do we make them the hero of the story?

### 2024 Calendar

14-Nov-24

Best of ICSC / Plan 2025 Roundtable discussion (*St Bernadette, Houston, Tx*)

Help us prepare for our November 14th, meeting. “Best of ICSC / Plan 2025 Roundtable discussion - St Bernadette, Houston, Tx. (Clear Lake/NASA area). If you attended the ICSC conference and would like to share information from the best speakers you heard please send them to us or better yet, come to our meeting and share. Planning our calendar topics for 2025: What topics would you like to hear? How about any speakers that you would like to hear? Is your parish willing to host one of our meetings? Please let us hear from you so we may have a fruitful learning experience for 2025.

To ask questions obtain resources on stewardship and to get on our email list,

Coni Perez at [coniperez@sbcglobal.net](mailto:coniperez@sbcglobal.net) or Suzanne Staron [starons@stbchurch.org](mailto:starons@stbchurch.org)