



THE ARCHDIOCESE OF
GALVESTON-HOUSTON

Nurturing a Culture of Generosity

Stewardship

Communications

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Why are you here today?

What are you hoping to get out of this talk?

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01:

Ministry of Communication

Stewardship Communications











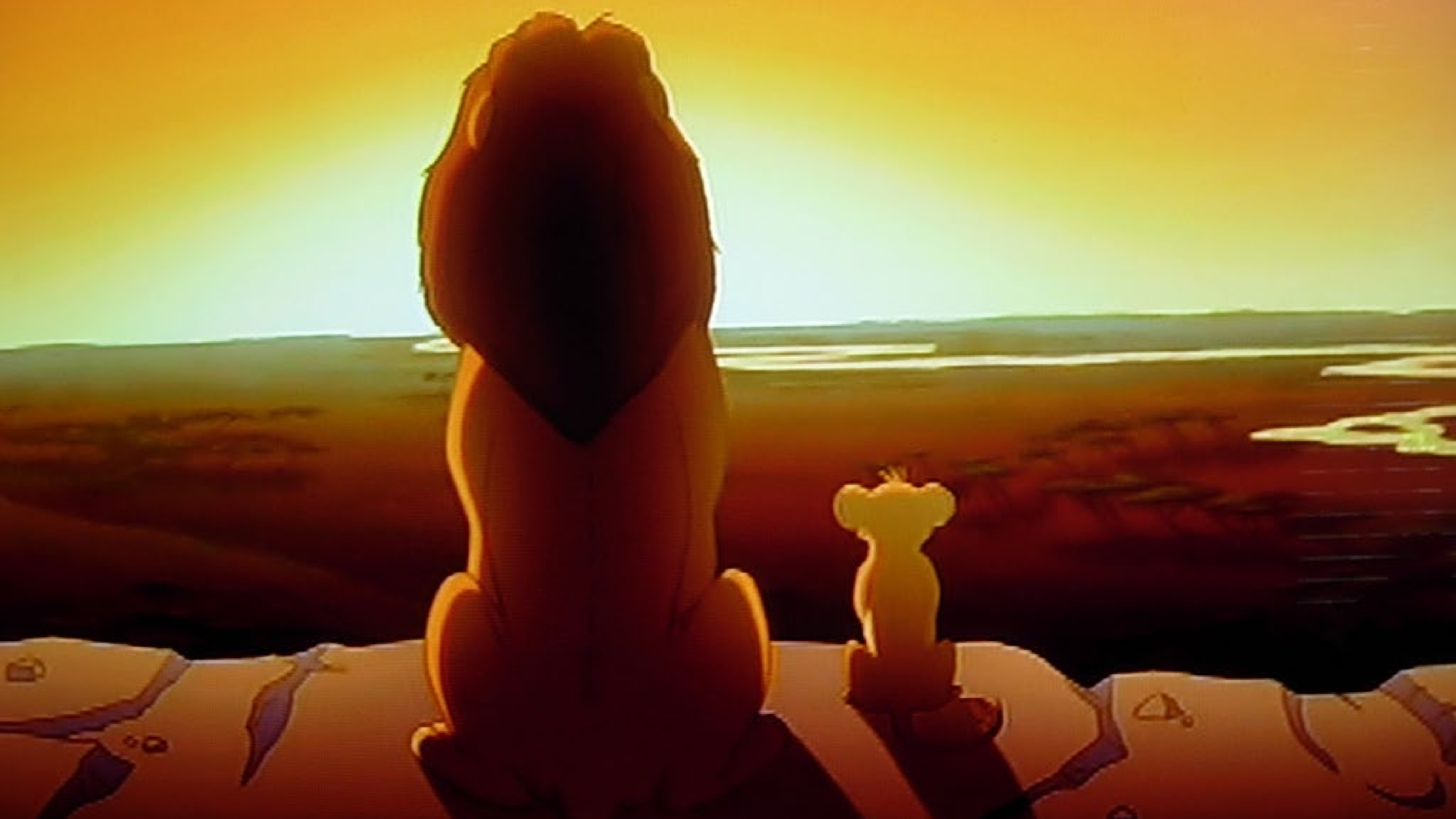
















Storytelling



Stories are told in every language, in every culture and in every time period.

Our brains are wired for storytelling.

Communication is about connecting people - finding where our stories connect and where our story connects to God's story.

Evangelization

All communication is evangelization!

Evangelization is communication of the faith,
whether preaching, teaching or evangelizing .
(Eph 4:11 - 12)

The mission to communicate the faith
remains the deepest identity of the Church
today.
(Evangelii Nuntiandi 14)

Stewardship Communications



Communication as a Gift

It's a battle for attention.

We need to break down barriers in order to connect with others.

We are called to share this gift with others in order to build the kingdom of God.





02:

Reality Check

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“In today’s world, if your church needs to choose between a youth minister and a communications minister, you should probably choose the communications minister.”

Blind Spots

Stand Out

Are you an extravert? I'm not!
What is the most popular car color? White!
Decline in desire to stand out, including
defending their beliefs.

6% or "40"

Who are you listening to?
Who are you talking to?

All About Us

Language is focused on us, not them.
What we need, not what they need.

Pope Francis' Message

“It is not technology which determines whether or not communication is authentic, but rather the human heart and our capacity to use wisely the means at our disposal.”

2016 World Day for Social Communications





03:

Effective Messaging

Stewardship Communications

Key Elements of Effective Stewardship Communication

Transparency

Gratitude

Impact Stories

**Clear Vision and
Goals**

Listening

Transparency

Regular financial updates

Clear breakdown of how funds are used or how ministry decisions are made

Open invitation for questions and feedback

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Gratitude



Consistent "thank you" messages

Personalized acknowledgments

Celebrate milestones and achievements

Impact Stories

Share testimonials from beneficiaries

Highlight successful projects and initiatives

Connect stewardship to real -world outcomes





Clear Vision and Goals

Communicate the church's mission clearly

Set specific, measurable goals

Provide regular updates on progress



Listening

Listening to their story - gain context

Understanding their needs and wants

5 Whys

Communications Planning

Audiences

Who are you trying to engage?
Who should know about your message? Who should care about your message



Key Messages

What are the essential points you want to share? Clear language that is specific to your audience.



Channels

What strategies will you use to share your messages and achieve your objectives for each target audience?



4 C's of Stewardship Communications

Tracy Earl Welliver, LPI

Concrete

Concrete vision and answers that people can understand clearly, not ideals and a broad perspective



Consistent

A consistent message with common language, goals, design, and intent.



Constant

Are we calling people to a way of life or to respond to a commitment card or ministry fair once a year?



Creative

You must strive to find fresh new ways of communicating your message, adapting to the changes of the times



4H Messaging

Head

Information - details, numbers, dates, dollar amounts, specifics

Heart

Emotion - feelings, imagery, aspirational language

Hands

Action - what to do, how to respond, something tangible and immediate

Hero

WIIFM - What's in it for me? Make them the hero of the story.

Questions and Discussion

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Keep in Touch

For any questions or clarifications.