

Be a Thriving Parish through Time, Talent and Treasure – Why We Must Ask Each Year

Monica Lewis
Senior Campaign Consultant



Understanding the Differences of Time and Talent

TIME – intentionally setting time aside

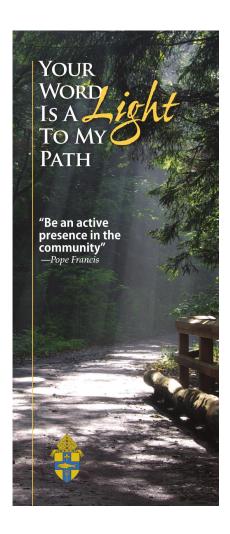
- Worship
- Prayer
- Education

TALENT – God-given gifts

- Strengths
- Ministry
- Volunteers



Time & Talent





"Where are you on your spiritual journey? Are you wandering aimlessly like a tourist? Have you stopped or lost your way? Or are you heading straight for your destination?"

—PODE FRANCIS



Make a personal commitments

You are invited to share your time, talent, skills and treasure in the active mission and manistry of our parish.

PRAYER: Spend time in prayer.

A personal response to the universal Call to Holiness.

My terrestone exc
At end weekly Moss
Arvend daily Mare
☐ Join Fucharistic Adoration frequently
☐ Prey the Rimary
Sey grace before every most
Attend contension trequently
-

PARTICIPATION: Volunteer and participate

Phone print the name of each household member who is or wisles to make a committeent. Dues add the code for each of the artivities which are of laterest to you.

L	
WP1 ANA	45. 444-1
I set to become active in	
are aready active its	
2	
11 PM	LAS REPT
I wish to become active in:	
an arealy active its	
1	
mes sae	US TOPE
I wish to become active in	
an arealy alive in	
ι	
ANT WIFE	US" NYPE
I not to become active in.	
are around unive in	

St. Joseph Church

Missisters and Organizations

FAITH FORMATION MINISTRY

- 1. Adult Catechetical Team
- 2. Baptismal Preputation
- 3. Confirmation Preparation
- 4. Rite of Christian Institution of Adolps
- 5. Rite of Christian Inchanges of Children
- 6. Religious Education
 - a. Children
 - b Adult

STEWARDSHIP MINISTRY

- 7. Communications Committee
- 8. Indowment and Planned Giving
- 9. Festival Committee
- 10. Finance Committee
- 11. Parish Planning Committee
- 12. Stewardship Committee
- 13. Stewardship Education
- 14. Wolument Cooplinator

SPIRITUAL LIFE MINISTRY

- 13. Adult Cheir
- 16. Alta: Server
- 17. Peble Discussion Group
- 18. Cantor
- 19. Children's Choir
- 20. Christ Renews His Parish
- 21. Evangelization
- 22. Extraordinary Minister of Holy Communion.
- 23. Levwr
- 24. Minister of Hospitality

- 25. Liturgy Committee
- 26. Music Committee
- 27. Sacristan
- 28. Vocamons Committee

FAMILY & SOCIAL SERVICES MINISTRY

- 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. Yough Montery

PARISH LIFE MINISTRY

- 38. Building and Grounds
- 39. Parish Office Volunteer
- 40. Puneral Needs
- 41. Parch Life Committee
- 12. Nurvery
- 43. School Commission
- 44. Parent/Teacher Organization
- 45. Wideome Comminge

GIFTS OF TALENT

Do you have other skills, talents or resources you'd be willing to share? Plane describe.

Please share your comments on the reverse side of this card.

Why Do Members Give?

- 1) They believe in the **mission** of the organization
- They have a high regard for leadership of the organization
- 3) They believe the organization is fiscally responsible



Source: Not Your Parents' Offering Plate,
J. Clif Christopher (pg 13)



Why Do We Need to Ask? Why do we Give?

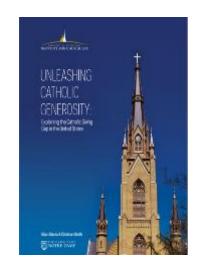
Until the needy are clothed, the hungry are fed, and the Gospel is spread to the ends of the earth, we will need resources to do God's work.



Unleashing Catholic Generosity:

Explaining the Catholic Giving Gap

- "In comparison to other faith communities, Catholics also report lower levels of involvement in "ownership" of their parishes."
- "To encourage generosity (both within the Church and for other charitable causes), our report suggests that parish discussions of money should not center on "paying the bills" but, rather, should be brought up within the larger context of a parish's mission and vision"
- "Such discussions will be especially beneficial if parishioners gain a clear understanding that an active and growing spiritual life requires Catholics to recognize money and possessions as gifts of grace, which they are called to manage and share as good stewards"

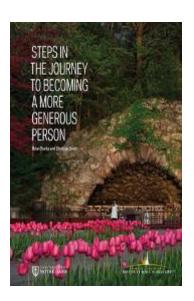






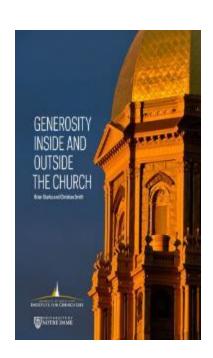
Steps in the Journey to Becoming a More Generous Person

- The study finds two decisive factors that promote financial generosity among American Catholics: purposively deciding to give away more money and adopting habitual, systematic practices of giving.
 - American Catholics who relied on systems or routines in their financial giving gave away two times as much money as those who relied instead on spontaneous or situational giving.
 - We find that American Catholics making a conscious decision to give money more generously and having a routine or designated system for determining how much money to give, significantly increases their financial generosity.



Generosity Inside And Outside the Church

- Catholics who are more spiritually engaged with money are not only more likely to give to the Church but are also more likely to make voluntary financial contributions to combat homelessness, reduce poverty, aid the elderly, support pro-life causes, and much more.
- Moreover, most U.S. households, especially Catholic ones, have significant potential for greater financial generosity.
- In the end, unleashing U.S. Catholic generosity will not only be good news for the Church, but also good news for the broader world!



Relying on fundraisers instead of offertory?

- Feels easier because it generally works
- Short-term problem solving
- Creates donors that give to a need (rather than proportional sacrificial givers)
- Events for revenue building instead of community building
- Raffles have no basis or value in stewardship, faith, or gratitude
- Projects the image of a needy parish



Foster TRUE, PROPORTIONAL, SACRIFICAL GIVING

What do these people look like:

- Understand everything they have is a gift from God
- 2. Giving is from the first fruits
- 3. Trust in the church to use their sacrifice to take care of all needs at the church
- 4. True stewards, intentional disciples



What is the Mission of the Church?

Go therefore and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything that I have commanded you."

-Matthew 28:19-20



Establishing Your Parish Mission

Create a Plan Annually

Choose to make an **intentional** decision about the direction of your parish. **All leadership** must be on board and be part of establishing your parish Mission, Vision, and Strategic plan.

THE PASTOR MUST BE ON BOARD DRIVING THE BUS TO MAKE IT HAPPEN!



The Plan Leads to Conversation

- What story do you have to share?
- What lives have you impacted?
- Have you asked parishioners to participate lately?
- How are people connected to ministry opportunities when they arise?

Where is your parish in your stewardship journey?



Your Mission Statement

We, the Roman Catholic community who gather at XXXXX, are committed to the worship of God, the building of community and service to others by proclaiming the Gospel of Jesus Christ. We do this because we are loved by God and empowered by the Holy Spirit to share in Jesus' mission.



Make Your Mission Statement Memorable

Love God

Make Disciples

Serve Christ In the World





Visual Connections

- I Love My Parish
- His Heart...Our Hands
- Grateful Giving, Joyful Living
- Joyful Living, Grateful Giving
- In Abundance for God's Blessings
- New Beginnings, New Promises
- One Family Serving God's Family





Parish Stewardship Initiative

To do, or not to do all 3 renewals (TTT) at the same time

- Focus on each outcome
- People make choices if given the opportunity
- Discernment not a knee-jerk reaction
- Puts more responsibility on staff
- Stewardship is practiced all year-long if separated



Sample Timeline to Incorporate TTT

Stewardship Renewal Kickoff

- Annual Stewardship Reports are Mailed to Parishioners
- Celebrate Stewardship Sunday with Pastor's Talk
- Time and Talent Commitment Cards Mailed in Advance or Placed in Bulletins

Ministry Fair

- Lay Witness Talk on Time and Talent
- Time and Talent Commitment Cards Placed in Bulletins
- Parish Ministry Fair

Stewardship of Treasure

- Commitment Sunday In Pew Ask-Time and Talent Cards are Presented at Mass with Stewardship of Treasure Commitment Cards
- Two Series of Ask Letters Mailed
- Thank You's Administered
- Final Summary Report Mailed



Importance of an Annual Commitment Renewal of Treasure

- Creatures of Habit
- Cultivation
- Loss of donors each year
- New Parishioners



OSV's Increased Offertory Program



Features

- Lighten parish staff workload
- All inclusive service
- Six week initiative
- Coordinated theme
- Full Color program brochure
- In-Pew ask
- Two sets of request letters
- Recording of commitments and status reporting
- Mailed Thank You letters
- Full Color Summary Report



Initial Phase

Announcement

Data Analysis

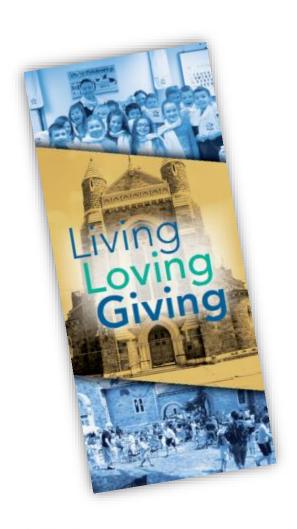
Review giving and segment into 3 letters

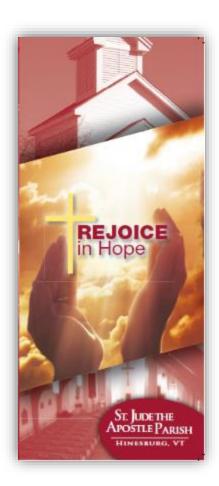
Program Brochure

- Mailed to all parishioners one week prior to Commitment Sunday
- Tells the story of the parish celebrate!
- Evaluate increase giving potential



First Phase - Announcement









Tell the story – Share the Vision

Dear Parish Family,

How blessed we are at St. Joseph Church!

The past year has been one of tremendous change for our parish. We recently conducted a series of renovations to update our parish facilities. Much of the work has been completed and we have all enjoyed our updated church, complete with air-conditioning, a new electrical system, sound system, painting, improved lighting and so much more. **Because of your generosity**, we are able to continue with improvements to the rectory, parish center and school.

Despite these positive changes, St. Joseph Church is faced with a serious financial challenge we must address. Last year we experienced a net loss of almost \$50,000 to our regular operating income. As a result, our parish leadership must confront these concerns by moving forward with a concerted effort to increase our Sunday offertory collection. Increasing our offertory will allow us to continue the mission of our church without operating in a deficit. I realize that much has already been asked of you. Some families and individuals are already experiencing difficult financial times. I am counting on the many, who are able, to make sacrifices and increase their weekly offering.

Please review the contents of this special brochure and **consider how you can help our parish**. Our goal through this program is to substantially increase our regular offertory contributions. Other parishes that have conducted similar programs have seen their offertory increase between 20% and 40%. Please review the suggested guidelines for giving which

are on your enclosed Commitment Card. A special Commitment Sunday will be held at Mass the weekend of **October 1st and 2nd**. Please bring the enclosed Commitment Card to Mass next weekend prepared to renew your weekly offertory gift to support the works of **St. Joseph Church**.

Feel free to contact me directly with any questions or concerns you may have regarding this initiative. I can be reached by calling 888-888-808, or by email at <u>pastor@church.com</u>. I am extremely appreciative of everyone's past generosity to the parish. I thank you in advance for your support, understanding, and kindness.

Sincerely,







Evaluate and Respond

St. Joseph Catholic Church Statement of Income & Expenses

	ZU14-ZU15	2015-2016
Income	Actual	Budget
Offertory	\$431,300	\$439,000
Grand Annual	282,595	285,500
Sacramental Offerings	6,810	6,300
Religious Education	78,530	80,000
Gifts and Bequests	40,013	30,000
Other Income	12,865	11,400
Fund Raising Activities	813,048	450,000
Total Income	\$1,665,161	\$1,301,700
Expenses		

Expenses		
Compensation	\$439,081	\$447,400
Benefits and payroll taxes	82,739	88,080
Religious education costs	102,948	97,840
Liturgical supplies	48,093	41,650
Books & pamphlets	4,383	3,000
Weekly envelopes	7,661	3,300
Postage, printing and supplies	39,191	29,700
Fund raising	11,918	8,000
Utilities and occupancy costs	46,894	51,460
Property and liability insurance	11,335	12,600
Maintenance and repairs	45,412	65,100
Improvements/equipment	609,893	450,000
Transfer to the school	15,000	25,000
Other	12,445	18,200
Total Expenses	\$1,476,994	\$1,341,330

How & When Will We Make Our Commitment?

 Total Income.
 \$1,665,161
 \$1,301,700

 Total Expenses.
 \$1,486,994
 \$1,314,330

(Capital Campaign Overage) . . . \$233,000 Net Income (Loss) (\$44,800)

Commitment Weekend will be held on October 1st and 2nd.
Enclosed is a Commitment Card to complete. We will have a
special collection during Mass to collect your Commitment
Card. The act of making a commitment is a covenant between
you and God to support our parish mission to the best of your
abilities for all that you have been blessed. Your new commitment
should begin with the next Sunday's offertory. If you are out
of town or unable to attend Mass on Commitment Weekend,
please complete the enclosed Commitment Card and return it
to the parish office or in the collection when you return. Your
Commitment, no matter the increase, will be kept completely
confidential and will not be disclosed in any way. Thank you for
your generous support of our parish!

WE ARE CHANGING LIVES RECAUSE

Spread The Gospel

- RCI
- Faith Formation
- Youth Ministry
- Bible study
- Lenten Mission
- Religious Education for all children

Celebrate The Sacraments

- Choir
- Liturgical Ministries
- Sacramental Proparation
- Marriage Enrichment
- Adoration

Exercise Charity

- St. Vincent de Paul.
- Haiti Water project
- Food Pantry
- Giving Troo at Christmas
- Turkey collection
- Clothing ministry

Works of Mercy

- Funeral luncheons
- Meals for the poor
- Homobound and Eucharist ministry
- . Praying for the living and the dead









We are a caring and welcoming Catholic community experiencing God through the Spirit of warmth, belonging, and joy.

Initial Phase

At Mass

In-Pew Solicitation

- Lay Witness talk
- In-Pew Commitment Cards are distributed for parishioners to make their financial commitment to the church and submit in a special presentation at the altar
- One-quarter to one-third of commitments will occur from the in-pew solicitation



Sample Commitment Card

After reviewing the suggested giving scale and praying about my response, I in (Please complete one of the below.) I understand this is not a legally binding contract.	
Regular Sunday Offertory Contribution Only Current Weekly Gift \$ + Additional Gift \$ = New Gift \$ Current Monthly Gift \$ + Additional Gift \$ = New Gift \$ Current Yearly Gift \$ + Additional Gift \$ = New Gift \$ St. Joseph Catholic Church	 □ Please contact me about electronic giving options that are available. □ I have remembered the parish in my will. □ I will be praying for the success of the Program.
Anytown, USA Name Street Address City, State, Zip	For those who are giving their gifts electronically to the church, please submit this commitment card so your increased gift is recorded in our system. Please remember to change the amount of your
Envelope # Date	contribution in the electronic giving application to reflect your increased gift to the parish.



Sample Commitment Card - Back

"...They shall not appear before the Lord empty-handed; every man shall give as he is able, according to the blessing of the Lord your God which he has given you."

Deut. 16: 16-17 (RSV-CE)

Suggested Weekly Contribution			
Based on Income			
Annual Income	5% Commitment annually/ weekly	3% Commitment annually/ weekly	
\$100,000	\$5,000/\$ 100	\$3,000/\$ <i>60</i>	
\$75,000	\$3,750/ <i>\$75</i>	\$2,250/\$45	
\$60,000	\$3,000/ <i>\$60</i>	\$1,800/\$36	
\$50,000	\$2,500/ <i>\$50</i>	\$1,500/\$30	
\$40,000	\$2,000/\$40	\$1,200/\$24	
\$30,000	\$1,500/ <i>\$30</i>	\$900/\$18	
\$25,000	\$1,250/\$25	\$750/\$ 15	
\$15,000	\$750/\$15	\$450/\$9	

Suggested Weekly Contribution Based on a Percentage Increase			
Your Current Offertory Contribution	25% Increase	30% Increase	40% Increase
\$75.00 \$50.00 \$40.00 \$35.00 \$30.00 \$25.00 \$20.00 \$15.00 \$10.00 \$5.00	\$93.75 \$62.50 \$50.00 \$43.75 \$37.50 \$31.25 \$25.00 \$18.70 \$12.50 \$6.25	\$97.50 \$65.00 \$52.00 \$45.50 \$39.00 \$32.50 \$26.00 \$19.50 \$13.00 \$6.50	\$105.00 \$70.00 \$56.00 \$49.00 \$42.00 \$35.00 \$28.00 \$21.00 \$14.00 \$7.00

Follow Up Phase

Direct Mailing

Letter 1 Ask

- Mailed to all parishioners who did not return a Commitment Card on Commitment Sunday
- Three letter versions based on parishioner engagement
- Personalized to the parishioner and mailed with a First Class stamp
- Letters are fully prepared and sent to the church to be dropped in the local Post Office

Letter 2 Ask

- Mailed to all parishioners who did not return a Commitment Card on Commitment Sunday or from the First Ask letter
- Three letter versions based on parishioner engagement



Follow Up Phase

Direct Mailing

Thank You Letters

- Administered promptly by OSV to all parishioners who submit a Commitment Card
- Personalized thank you, signature of the pastor
- Sent weekly when commitment cards are returned to OSV



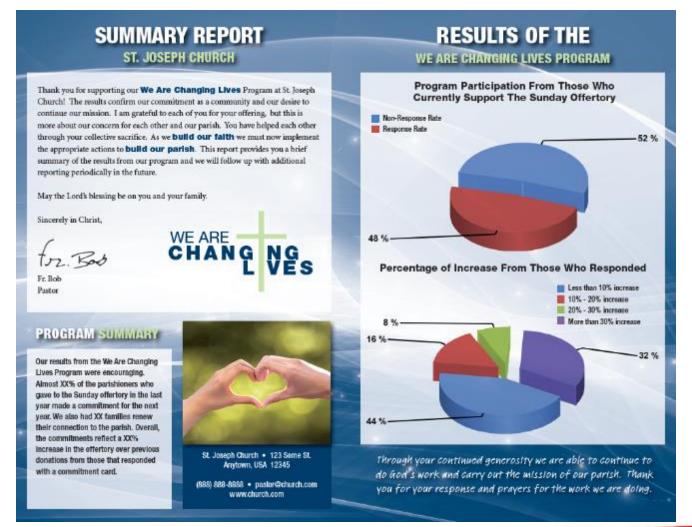
Summary Phase

Summary Report

 Mailed to all parishioners at the conclusion of the program highlighting the results of the program and the Mission and Vision of the parish



Sample Summary Report



Summary Phase Wrap Up & Next steps

Wrap Up meeting with your OSV Consultant

- Discuss final results and next steps to create sustained increase
- Create plan to address follow up data analysis and engagement for non-respondents



Results

Averages:

√ 35% participation rate



√ 8-15% actual offertory increase in the bank in the 1st year

(from Commitment Sunday for a full 12 month tracking period)



Increases Per Respondent

Averages

- ✓ 65% increase gifts by more than 30%
- ✓ 25% increase their gifts by 10% or less
- ✓ 5% increase their gift by 20-30%
- ✓ 5% increase their gift by 10-20%

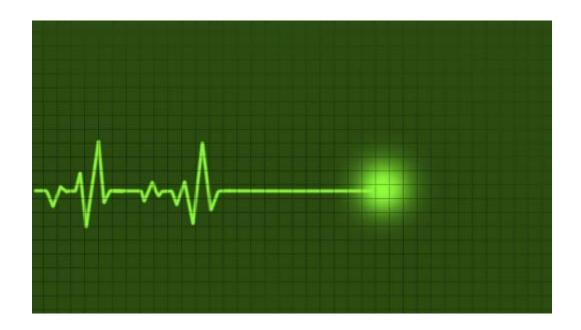


The optimist says, the cup is half full. The pessimist says, the cup is half empty.

The child of God says; My cup runneth over.



If You Don't Renew....





St. Joseph Church Manteno, IL

If no Grateful Giving	g Joyful Livi	ing Programs			
were done and if or	ur previous	5-year average		Actual results	
rate of 8.8% Sunday	Collection	decline continue	ed,	for the first 3	Positive
our Sunday Collecti	ons would	have been:		years	Difference
Year 1 Program 10/	20/13	241,858.11		298,853.96	56,995.85
Year 2 Program 10/19/14		220,574.60		302,118.07	81,543.47
Year 3 Program 10/18/15		201,164.0	4	306,520.27	105,356.23
3 year totals		663,596.7	5	907,492.30	
		======	=	======	

Estimated positive results of 3 years of Grateful Giving Joyful Living Programs

Parish program investment = \$29,700



243,895.55

Actual Cash in the Bank

DATE	Last Year Actual Sunday Collection		This Year Actual Sunday Collection	Increase (decrease) over last year	Percent Increase (decrease) over last year	
5/12/2013	\$20,760.20	5/11/2014	\$18,557.40	\$ (2,202.80)	-11%	
5/19/2013	\$15,848.43	5/18/2014	\$18,756.85	\$ 2,908.42	18%	\$87,846 increase to date
5/26/2013	\$14,205.35	5/25/2014	\$16,415.89	\$ 2,210.54	16%	14% increase in offertory to date
6/2/2013	\$20,217.92	6/1/2014	\$21,771.53	\$ 1,553.61	8%	
6/9/2013	\$13,673.50	6/8/2014	\$16,733.50	\$ 3,060.00	22%	
6/16/2013	\$17,848.00	6/15/2014	\$17,308.73	\$ (539.27)	-3%	
6/23/2013	\$13,661.09	6/22/2014	\$15,428.58	\$ 1,767.49	13%	
6/30/2013	\$14,685.77	6/29/2014	\$16,705.64	\$ 2,019.87	14%	
	\$719,114.22		\$814,822.20	\$ 95,707.98	13%	\$95,707 increase to date
						13% increase in offertory to date

Actual offertory increase over previous year in a 8 month period



Remembering What the "End Game" Is

- 1. Eliminate budgetary strain
- 2. Build reserves
- 3. Reduce "one-off' fundraising
- 4. Expand the mission
- 5. Have monies in reserve for maintenance needs and repairs

BUILD TRUE, PROPORTIONAL SACRIFICAL GIVERS



Working From Abundance

Year 1=Balance the budget/stop the offertory decline

Year 2=Build reserves/expand ministry

Year 3=Attack deferred maintenance

Year 4=Eliminate second collections

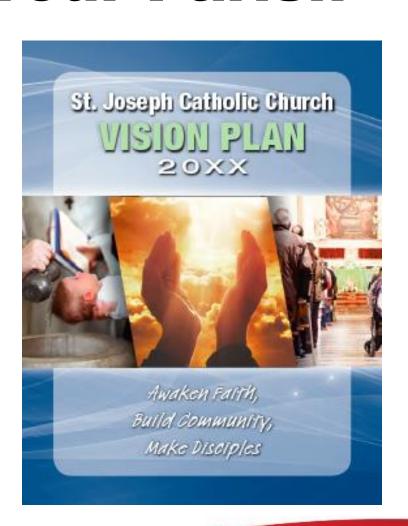
Year 5=Eliminate fees for religious education

Year 6=Reduce/eliminate school tuition



Celebrate Your Parish

This is who we are and where we are going.





Clear Goals: Realistic Timeline

Our Pastoral Priorities for 2017 to 2020

Priority: Faith Formation

- Goal: 300-400 adults participating in 1-2 distinct faith formation offerings by January 1, 2020.
- **Goal:** Grow our youth and young adult ministry participation by 50% with each youth participating in at least one formation offering by Jan 1 2010.

Priority: Hospitality

- **Goal:** Strengthen or create 3-5 hospitality ministries that will promote a culture of hospitality by January 1, 2020.
- **Goal:** Increase Mass attendance to 50% of registered households by January 1 2020.

Priority: Stewardship

- **Goal:** To have at least 40% of registered households commit their time to prayer annually by January 1, 2020.
- **Goal:** To have at least 70% of active households offer their talent in at least one parish ministry in addition to weekend Mass.
- **Goal:** To meet the current and future needs of St. Joseph Church, we will offer our treasure to meet or exceed our weekly financial goal by January 1, 2020.



Celebrate Your Parish Community



What Would You Do With An Extra

\$50,000

- Begin a clothing ministry
- Deliver meals to the homebound
- \$100,000
- Fund a parish food pantry
- Onsite parish nurse

\$200,000

- Adoration chapel
- Parish transportation service





Next Steps

- 5
- Contact OSV for more information
- Consider having a consultant present at your finance council meeting
- Attend OSV free product demos
 OSV will be with you every step of the way!

Why Do We Need to Ask? Why do we give?

Until the needy are clothed, the hungry are fed, and the Gospel is spread to the ends of the earth, we will need resources to do God's work"



Books for Reference

- Best Practices in Parish Stewardship, Charles E. Zech
- Transforming Parish Communications, Scot Landry
- The Joy of the Gospel, Pope Francis
- Rich Church, Poor Church, J. Clif Christopher
- Not Your Parents' Offering Plate, J. Clif Christopher
- Growing an Engaged Church, Albert L. Winseman
- Divine Renovation, Fr. James Mallon
- Rebuilt, Fr. Michael White & Tom Corcoran
- Tools for Rebuilding, White & Corcoran
- · Stewardship a Way of Life, Kemberling, Glodava



Contact Information

Monica Lewis – Increased Offertory

(parish household size 1,000+)

Phone: 1-800-348-2886 ext. 3042

Email: mlewis@osv.com

Michele Fitzgerald – Increased Offertory

(parish household size up to 999)

Phone: 1-800-348-2886 ext. 3068

Email: mfitzgerald@osv.com

Domingo Betancourt – Parish Capital Campaign

Phone: 1-800-348-2886 ext. 3002 Email: dbetancourt@osv.com

Michelle Ostrowski – Online Giving and Parish Websites

Phone: 1-800-348-2886 ext. 6986

Email: mostrowski@osv.com

Katie Herzing – Parish Vision Plan

Phone: 1-800-348-2886 ext. 2534

Email: kherzing@osv.com

Cindy Olson – Offertory Envelopes

Phone: 1-800-348-2886 ext. 2511

Email: colson@osv.com

More info: www.osvoffertory.com



Parish Stewardship Prayer

My parish is composed of people like me. I help make it what it is. It will be friendly, if I am. It will be holy, if I am. Its pews will be filled, if I help fill them. It will do great work, if I work. It will be prayerful, if I pray. It will make generous gifts to many causes, if I am a generous giver.

It will bring others into worship, if I invite and bring them in.

It will be a place of loyalty and love, of fearlessness and faith, of compassion, charity, and mercy, if I, who make it what it is, am filled with these same things.

Therefore, with the help of God, I now dedicate myself to the task of being all the things that I want my parish to be.

Author - Unknown



MAHALO!

