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Establishing a Plan for Stewardship Communications

There are two options to hear the audio for this Webinar

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   Remember to turn up your speakers.
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Our Sunday Visitor serves millions of Catholics worldwide through its publishing, offertory and communication services. Established in 1912 by a local parish priest, Our Sunday Visitor has grown into the nation’s largest supplier of offering envelopes, parish and diocesan mailings, books, periodicals, address management and stewardship services. Our Sunday Visitor is a not-for-profit organization, returning a portion of net earnings back to the Catholic community through the OSV Institute.
Type in your questions and click Ask.

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Our Presenter

Mary Pat Frey

• First Stewardship Director for the Diocese of Cleveland – now in 5th year
• Mary Pat has planned diocesan-wide workshops, networking sessions and prayer and retreat settings.
• Has presented at Our Sunday Visitor Living Catholic Stewardship Conference
• Worked four years in the diocesan Pastoral Planning Office
• Worked 25 years in the business world
• Has a BA in Sociology
• Currently pursuing a Master of Arts in Theology at St. Mary Seminary in Cleveland
Establishing a Plan for Stewardship Communication
Outline

• Stewardship. What does it mean?
• Discussion
• Living church life – Pray it. Say it. Claim it.
• Methods of learning
• Get specific – how do we do it?
• Social Media – interacting with the interactive
• More Discussion
Stewardship.
What does it mean?
Stewardship. What does it mean?

Community

Created in the image of God – Father, Son, and Holy Spirit – we are a communion of self-giving love
Stewardship. What does it mean?

Giftedness

As the Body of Christ, we are a communion of the gifted and a storehouse of God’s gifts. Our calling is to cultivate the life and gifts of each member
Stewardship. What does it mean?

Gratitude

As gifted by God, gratitude is our fundamental response; for the grateful and generous, Eucharist (Thanksgiving) is the most perfect prayer.
Stewardship. What does it mean?

Justice

We are called, in equity and justice, to share our gifts with the needy; by this sharing we also fulfill our need to give as those created in the image of God.
Stewardship. What does it mean?

Participation

Our mission is to return our gifts to God with increase and the most effective means of doing so is by participation in the life of the Church.
Stewardship. What does it mean?

Conversion

The way of stewardship is a life-long journey of spiritual development and conversion which strives for the perfection of the children of God.
Do you have questions for Mary Pat? Type them in the Q&A box at the top of your screen, then click “Ask.” We’re ready to address them for you!
Discussion

• To which theme do you most relate?
• How can you encourage people in your ministry to more fully live this theme in the life of the ministry?
• Is there any theme or component of stewardship you feel is missing from this list?
Living Church Life

• Pray it.
• Say it.
• Claim it.

• Priest
• Prophet
• King
3 learning styles

• Visual
• Auditory
• Kinesthetic
How do we do it?

Community

• Pray it
  – Inviting Liturgies

• Say it
  – Parish Facebook and Web Page

• Claim it
  – Know names – “I have called you by name. You are mine.” Isaiah 43:1
How do we do it?

Giftedness

- Pray it
  - Include time, talent, treasure in Offertory collection

- Say it
  - Tell stories of giftedness at work – homilies, newsletters

- Claim it
  - Conduct Gift Assessments
How do we do it?
Gratitude

• Pray it
  – Connection of Eucharistic Liturgy with everyday living

• Say it
  – Begin ministry meetings with naming blessings

• Claim it
  – Write 10 thank you notes each week!
How do we do it?

Justice

• Pray it
  – Include intercessions for justice in Prayer of the Faithful

• Say it
  – Provide church teaching on social justice issues

• Claim it
  – Social Justice Ministry
How do we do it?
Participation

- Pray it
  - Blog about upcoming Sunday Scripture/homily

- Say it
  - Lay witnesses at Mass

- Claim it
  - Parish tithing practice
How do we do it?

Conversion

• Pray it
  – Mass journals – “how I’ve been transformed”

• Say it
  – Formation at ministry meetings

• Claim it
  – Practice “day-to-day” stewardship
Social Media
-interacting with the interactive-

• “Facebook”
• “Twitter”
• Blogging
Social Media – Interacting with the Interactive

Pope Benedict XVI, 44\textsuperscript{th} World Communications Day message (2010)

“‘Woe to me if I do not preach the Gospel’ “
(1 Cor 9:16)
Social Media –
Interacting with the Interactive

• Social Media Guidelines – see USCCB website
  – Visibility
  – Community
  – Accountability
Understanding Facebook

• More than 800 million active users
• Average user has 130 friends
• Fastest growing demographic is the 35 years and up group
• More than 150 million active users currently accessing Facebook through their mobile devices

-James S. Friend, Diocese of Allentown, PA
Facebook-ing for God

- Staff information
- Parish information
- Photos
- Videos
- Interactive discussions
- Group activities
Twitter uses

• Each message is limited to 160 characters
• Use for reminders for items on your blog, Facebook page, and web page
• Good for brief news items
• Also good for pictures
• “Young adults are moving America toward a “twitter” update news system” (link can take them to web site for more info...if wanted)
Blog uses

• Tends to be lengthier text
• Offer homilies and reflections (written and recorded). Bloggers can comment and hold interactive discussion.
• Hold a book club online
• Have a seasonal subject, such as information and discussion regarding a Lenten Parish Mission
• Stories about parish life
Do you have questions for Mary Pat? Type them in the Q&A box at the top of your screen, then click “Ask.” We’re ready to address them for you!
Discussion

• In what ways are you currently communicating the stewardship message at your church?
• What new idea for communicating stewardship came to you during the presentation?
• Are there any ideas from this presentation you plan to implement at your church?
Thank you!

Contact information

Mary Pat Frey
Director of Stewardship
Diocese of Cleveland
216-696-6525 X2120

mpfrey@catholiccommunity.org
Based on a survey of stewardship parishes across the country, this is the most comprehensive analysis of both financial and non-financial stewardship activities ever published. Author Charles Zech also analyzes time and talent contributions, measuring everything from volunteer activity to Mass attendance to outreach programs such as prison ministries or soup kitchen sponsorship.

List Price: 24.95 US$
Pages: 134
Format: Hardback
Availability: Usually ships next business day

Available at: www.osv.com
Resource

**Inform!** is a newsletter design, print and mailing service that makes it easy to stay in touch with parishioners. Pastors and parish staff understand that consistent, open communications are key to developing a vibrant parish community.

Printed and mailed newsletters are an effective tool to keep both active and inactive members informed about parish life. Deliver your important parish information into the hands of your parishioners with **Inform!** by calling **customer service** at **800-348-2886** today, or by filling out our online form.

**Inform!** Uses

- One-time or regularly scheduled communications
- Reinforce messages from Mass or religious education classes
- Augment your bulletin with full newsletter stories; mail directly to parishioner homes
- Notify parishioners about parish finances, upcoming events, education, and volunteer opportunities
- Educate parishioners about ministries, outreach, and how to get involved in these activities
Not Your Parents’ Offering Plate
A New Vision for Financial Stewardship

J. CLIF CHRISTOPHER
FOREWORD BY BILL EASUM

OUR LIVES CHANGE WHEN OUR HABITS CHANGE
MATTHEW KELLY

Lighthouses Catholic Media
Upcoming Webinars

Tuesday, October 4
2:00 Eastern
FREE – Online Giving
Presented by: Joanie Lewis and Heather Bowman

Tuesday, October 11
2:00 and 7:00 PM Eastern
Establishing a Plan for Stewardship Communications
$49.00 per computer connection
Presented by: Mary Pat Frey

Tuesday, October 18
2:00 Eastern
FREE – Online List Manager Advanced Features
Presented by: Angi Bice and Linda Kimmel

Tuesday, November 3
2:00 Eastern
FREE – Creating a Parish Website
Presented by: Eileen Herrington

For a complete schedule, log onto www.osvoffertory.com under the News & Events tab.
Upcoming Webinars

Wednesday, October 12th 2:00 PM and/or 7:00 PM Eastern

Church Management Certificate Program
$849. Series or $99. each  Church Security & Loss Prevention
Presented by: James Reaves, Sr. Global Security & Business Continuity Manager for QVC

Wednesday, November 2nd 2:00 PM and/or 7:00 PM Eastern

Church Management Certificate Program
$849. Series or $99. each  Stewardship Best Practices
Presented by: Dr. Charles Zech, Executive Director Villanova Center for the Study of Church Management

Tuesday, November 3rd 2:00 Eastern
FREE - Parish Websites Made Easy
Presented by: Eileen Herrington

Tuesday, November 8th 2:00 and 7:00 PM Eastern
Parish Leadership Development  $49.00 per computer connection
Presented by: Margo Truett

For a complete schedule, log onto www.osvoffertory.com under the News & Events tab
How can I repay the Lord for all the blessings He has bestowed upon me? ~Psalm 116:12

Stewardship Story of the Month
A long-time member of the ICSC family, Stan Roth, has recently been awarded a Congressional Medal of Merit for Seniors. This award recognizes exemplary citizenship, leadership in senior advocacy, outstanding personal achievements by an active senior, and extraordinary service to the community.

From the Cathedra
When we recognize that everything we have and everything we are is a gift from God, how can we not be truly thankful?
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Just logon to: http://www.facebook.com/osvoffertory

http://astewardreflects.blogspot.com/
Thank you for joining us today. Please help us by filling out the evaluation that will be e-mailed to you within 24 hours.
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