

**PRAY FOR PRIESTS**

HEAVENLY FATHER, DURING THIS YEAR FOR  
PRIESTS, BLESS OUR DIOCESE WITH THE GRACE  
OF MANY VOCATIONS TO THE PRIESTHOOD  
FROM OUR PARISHES.

THROUGH THE INTERCESSION OF OUR BLESSED  
MOTHER, GRANT TO THOSE YOU HAVE CALLED,  
THE COURAGE TO FOLLOW YOUR WILL.

GRANT ALSO TO THOSE SERVING AS PRIESTS,  
THE GRACE TO SERVE WITH THE FAITHFULNESS  
OF CHRIST.

WE ASK THIS THROUGH CHRIST, OUR LORD,  
AMEN

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**Stewardship 101  
Session 4**

Communications and Marketing

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There are so many messages that should be  
communicated to parishioners.

They need to hear God's call  
to live as stewards.

They need to understand the parish  
Vision and goals.

They should be made aware of the parish  
needs and achievements.

This session shows you how to effectively  
communicate these and other important  
messages to your parishioners.

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“This is what the Lord said to Moses: ‘Tell the Israelites to take up a collection for me. From every man you shall accept the contribution that his heart prompts him to give me.’”

Exodus 25:1-2

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**Parish checklist**

- Do you understand the importance of good communication in your parish and can you identify what good communication is?
- Do you know what seven key messages need to be communicated to your parishioners for the most effective stewardship and development?
- Do you know and utilize all the many ways to communicate with parishioners today?

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**Session Outline**

A. Why is Good and Regular Communications Necessary?

B. What Should be Communicated?

C. Ways to Communicate.

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A. Why is Good  
(and Regular)  
Communications  
Necessary?



The Power of  
Communications

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Communications and  
Development

- ✦ We must communicate in order to:
  - ✦ Teach the Gospel call to stewardship
  - ✦ Build relationships
  - ✦ Establish a sense of ownership
  - ✦ Foster understanding of our Vision
  - ✦ Report on progress
  - ✦ Share success stories

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We must communicate in order to:  
(cont.)

- ✦ Tell our story
- ✦ Demonstrate our accountability for the gifts already given
- ✦ Explain the needs
- ✦ Promote the benefits of giving
- ✦ Recruit volunteers
- ✦ Ask for support
- ✦ Express our appreciation

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### Do It Well

- ✦ In order to communicate well, three things are necessary:
  - ✦ It must be done with quality
  - ✦ It must attract attention
  - ✦ It must be thorough

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### Do It Regularly and in Multiple Ways

- ✦ It builds a connection with the parishioners.
- ✦ It lets parishioners see that his or her gifts are needed and are well used.
- ✦ It creates a desire to help.
- ✦ It shows you are interested in your parishioners.

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### Do It Regularly and in Multiple Ways (cont.)

- ✦ It helps your parishioners become more interested in your activities.
- ✦ It keeps the needs of the parish in front of your parishioners.
- ✦ It shows the leadership of the parish has an interest in improving the parish.

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## Do Not Under Estimate the Value of Good Communications

- ✦ Why parishioners stop supporting a parish:
  - ✦ Other causes are more worthy
  - ✦ Not adequately informed of how the money was used or needed
  - ✦ Not asked to continue giving

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## Do Not Over Estimate the Impact of Communications

- ✦ You will never reach everyone.
- ✦ Not all forms of communication are created equal.
- ✦ Be aware that communications is not the same as development.
- ✦ Realize communications takes time.

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## ACTION STEPS

- ✦ Evaluate all of your current parish communications efforts to determine their quality and consistency. Remember that neatness and proper grammar count!
- ✦ Working from your Stewardship and Development Plan and Calendar establish a Communications Plan that outlines what communication tools your parish will use and when.
- ✦ Look for ways to improve the appearance of your communications efforts.
- ✦ Review the list of communication messages to make sure you are including these messages in your communications efforts.

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B. What Should Be Communicated?

Seven horizontal lines for writing.

Communications: 2 Great Mistakes

- Assuming our parishioners already know
Presuming our parishioners don't need to know

Seven horizontal lines for writing.

Key Information that must be communicated:

- 1. THE STEWARDSHIP MESSAGE
2. Your Parish Vision and Goals
3. Achievements and Accomplishments
4. Appreciation
5. Financial Information
6. Needs and Plans
7. Ways to Give - A Call to Action - An Invitation to Get Involved

Seven horizontal lines for writing.

# 1. The Stewardship Message Message (This is Critical!)

**THE STEWARDSHIP MESSAGE IS ABSOLUTELY CENTRAL TO ANY PARISH DEVELOPMENT EFFORTS**

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## Stewardship Teaches Us That:

- ✦ Everything – absolutely every single skill, attribute or possession we have – is a gift from God
- ✦ We need to take time to slow down and be appreciative to God for the many blessings He has bestowed upon us
- ✦ We need to return a portion of our gifts back to God in gratitude for all that God has given to us

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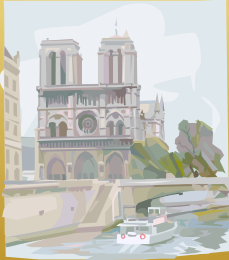
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## 2. Your Parish Vision and Goals



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### 3. Achievements and Accomplishments

✦ People want to know that their gifts are making a difference



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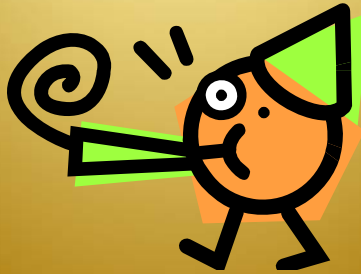
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### 4. Appreciation and Recognition



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### 5. Financial Information



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**Include some if not all of the following:**

- ✦ Clear and compelling annual reports
- ✦ Simple quarterly reports
- ✦ Weekly or monthly bulletin reports on income and expenses
- ✦ Weekly or monthly bulletin reports on stewardship pledges vs. actual offertory gifts

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**Include some if not all of the following: (cont.)**

- ✦ Annual "State of the Parish" talk from pastor or finance chair
- ✦ Information on major expenditures in the parish

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**6. Needs and Plans**

**Never be afraid or embarrassed to ask people to contribute to the work of the Church**

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### 7. Ways to Give – A Call to Action – An Invitation to Get Involved:

- ✦ Remind parishioners to remember the parish in their wills
- ✦ Consider establishing some type of special society for those who have made major planned gifts to the parish
- ✦ Let parishioners know about endowment funds and scholarship programs that need their support
- ✦ Give information about making memorial gifts and contributions to the parish
- ✦ Introduce parishioners to other forms of planned giving

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### How Can A Parish Communicate All Of This?




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### ACTION STEPS

- ✦ Assess your current communications efforts to determine if you are adequately communicating all seven key stewardship and development messages.
- ✦ If your parish is not yet conducting regular stewardship education, contact the Office of Stewardship (602) 354-2218 to help begin the process.
- ✦ Plan to incorporate the stewardship message in all that you do.

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### ACTION STEPS (cont.)

- ✦ Make sure your Parish Vision and Goals are well publicized.
- ✦ Plan to release appropriate financial information weekly, monthly, quarterly, and annually.
- ✦ Plan a way to regularly communicate your needs and plans to the parishioners. A monthly wish list or annual vision statement are two considerations.

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### ACTION STEPS (cont.)

- ✦ Communicate achievements and accomplishments through the bulletin, newsletter, parish bulletin boards, and pulpit announcements.
- ✦ Make sure parishioners are aware of the many ways they can support your parish.

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### AND FINALLY!

*Determine whether you are saying  
 "thank you" enough  
 Never miss an opportunity*

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## C: Ways to Communicate

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### Reach Out



- ✦ Parish Newsletter
- ✦ Annual and/or quarterly reports
- ✦ Informational brochures
- ✦ Time and Talent Catalog
- ✦ Bulletin Boards
- ✦ Letters to the home
- ✦ Segmented letters and newsletters for special groups

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### Reach Out



- ✦ Outdoor parish sign
- ✦ Posters, small displays and signs
- ✦ Stewardship information table in the back of church
- ✦ Informational meetings
- ✦ Pulpit talks or announcements by parishioners.
- ✦ Personal visits

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### Reach Out



- ✦ Phone Calls
- ✦ Stories in the local media
- ✦ E-mail
- ✦ Web site
- ✦ Video
- ✦ Advertising give-away – with a stewardship, development or appreciation message

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### Know Your Audience and Segment Your Message Accordingly

- ✦ The Elderly
- ✦ The Homebound
- ✦ New Parishioners
- ✦ Affluent Parishioners
- ✦ Parishioners who do not have children in parish school or faith formation

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### Get Personal – Build Relationships:

- ✦ Talk to them outside of church
- ✦ Drop them a note on their birthday or after key events in their lives
- ✦ Make an extra effort to go up to them at parish events
- ✦ Remember things they tell you
- ✦ Send them Thanksgiving or Christmas cards as appreciation
- ✦ Ask for a personal meeting with them at their home or office

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## Get Technical



- ✦ Collect E-mail addresses
- ✦ Segment your records
- ✦ Establish a parish web site

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## Listen



- ✦ Whenever appropriate include a response mechanism in your communications
- ✦ As often as possible give your parishioners a chance to add their comments
- ✦ Give parishioners choices
- ✦ Let parishioners know that you did hear them

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## Give Examples- Plant Seeds - Be Specific



- ✦ Tell Stories
- ✦ Talk in Generalities
- ✦ Give Examples
- ✦ Publish Wish Lists

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## Do Not Be Afraid



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## ACTION STEPS

- ✦ Put together a comprehensive communications plan.
- ✦ Look for new ways to communicate the stewardship and development message to the parishioners.
- ✦ Plan special ways to reach out to the elderly, the homebound, new parishioners, wealthy parishioners and those without children.
- ✦ Work on building better relationships with your parishioners.

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## ACTION STEPS (cont.)

- ✦ Begin collecting e-mail addresses for your parishioners.
- ✦ Look for ways to break your parish database into smaller groups.
- ✦ Give your parishioners a chance to tell you what they think.

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### Stewardship 101: March

✦ **Revenue Sources for the Parish**

- ✦ March 10 St. Thomas Aquinas, Avondale
- ✦ March 17 Our Lady of Mt. Carmel, Tempe
- ✦ March 24 St. Paul, Phoenix

✦ 7:00 pm – 8:30 pm

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