



Moving Beyond Sunday: Becoming a Mission Driven Parish

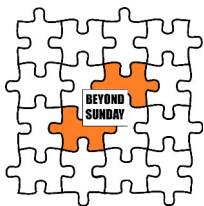
Our Sunday Visitor
Joanie Lewis & Katie Herzing



Agenda

- What is *Mission*??
- Supporting the Cause
- Establishing Your Parish Mission
- Actionable Items to Implement





What Is *Mission* ??



mission

noun mis·sion \ 'mi-shən\

1 *obsolete* : the act or an instance of sending
2 **a** : a ministry commissioned by a religious organization to propagate its faith or carry on humanitarian work **b** : assignment to or work in a field of [missionary](#) enterprise **c (1)** : a mission establishment **(2)** : a local church or parish dependent on a larger religious organization for direction or financial support **d plural** : organized missionary work **e** : a course of sermons and services given to convert the unchurched or quicken Christian faith
3 : a body of persons sent to perform a service or carry on an activity: as **a** : a group sent to a foreign country to conduct diplomatic or political negotiations **b** : a permanent embassy or legation **c** : a team of specialists or cultural leaders sent to a foreign country

MERRIAM-WEBSTER

"Ite, missa est" :: Go Forth the Mass is Ended

This is the same mission given by Christ to the Apostles at the end of Matthew.



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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

"What is the heart of our purpose, the very task that gives us our identity. [...] The finite verb is to 'make' – literally, 'make disciples' (*mateteusate*). This task is the very heart of the Great Commission, and it is around the making of disciples that all the other missionary aspects of the Church revolve: the going, the baptizing, and the teaching."

Divine Renovation, Fr. Mallon, pg. 21



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Mission of the Catholic Church (CCC)

768 So that she can fulfill her mission, the Holy Spirit "bestows upon [the Church] varied hierarchic and charismatic gifts, and in this way directs her."¹⁷⁷ "Henceforward the Church, endowed with the gifts of her founder and faithfully observing his precepts of charity, humility and self-denial, receives the mission of proclaiming and establishing among all peoples the Kingdom of Christ and of God, and she is on earth the seed and the beginning of that kingdom."¹⁷⁸



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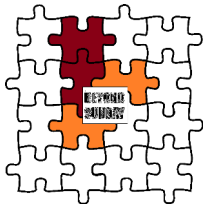
My mission of being in the heart of the people is not just a part of my life or a badge I can take off; it is not an “extra” or just another moment in life. Instead, it is something I cannot uproot from my being without destroying my very self. I am a mission on this earth; that is the reason why I am here in this world.

Franciscus

Evangelii Gaudium (no. 273)



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Supporting the Cause



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It's the "Cause"



GoFundMe account raised \$311k in 5 days for a car for James Robertson. 12,000 gifts made.

THE POTENTIAL EXISTS!!!!



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Why Do Members Give?

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

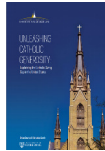


Source: Not Your Parents' Offering Plate,
J. Cliff Christopher (pg 13)



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"



Brian Stark, University of Notre Dame Institute for Church Life
partnered with Christian Smith, Center for the Study of Religion and Society (CSRS)
<https://www.icsr.edu/news/2018/04/16/unleashing-catholic-generosity.pdf>



Steps in the Journey to Becoming a More Generous Person

- **Our study finds two decisive factors that promote financial generosity among American Catholics: *purposely deciding to give away more money and adopting habitual, systematic practices of giving.*** American Catholics who made a prior conscious decision to give more money away (at some point in their lives) donated *three times* as much money to religious and non-religious causes in the previous 12 months as Catholics who said that their financial giving "just happened."
- **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.

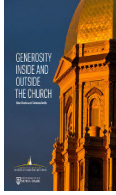


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Generosity Inside And Outside the Church

- 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.
- Catholics who made a conscious decision at some point in their lives to give away more of their money (as opposed to those whose financial giving "just happens") not only donated an additional \$149 to the Church in the previous year on average but also an additional \$547 to other philanthropic causes.
- 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. In the end, therefore, unleashing U.S. Catholic generosity will not only be good news for the Church, but also good news for the broader world.



Brian Stark, University of Notre Dame Institute for Church Life partnered with Christian Smith, Center for the Study of Religion and Society (CSRS)



Which Category Do You Fit In?

Rich Church, Poor Church:
Keys to Effective Financial Ministry
J. Clif Christopher

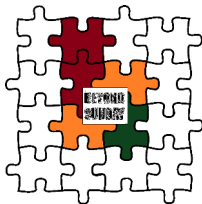
Rich Church

- Mission
- Lives
- Service
- Jesus
- Passion for Ministry
- Want to Succeed
- Have a Choice
- High Expectation
- Getting Started
- Frequent in Worship
- Changing Lives

Poor Church

- Survival
- Money
- Facility
- Church
- Fear of Rejection
- Want to Please
- Obligated
- Low Expectation
- Finished
- Stewardship once a year (or less)
- Paying the bills





Establishing Your Parish Mission



Step 1

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!**



What is your Parish Mission

Love God

Make Disciples

Serve Christ In the World



Visual Connections - Branding

- 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



The 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?

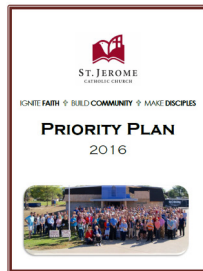
Where is your parish in your stewardship journey???



Celebrate Your Parish

This is who we are and where we are going.

St. Jerome Church
Walbridge, OH



Clear Goals : Realistic Timeline

Our Pastoral Priorities for 2016 to 2019

Priority: Faith Formation

- Goal: 300-400 adults participating in 1-2 distinct faith formation offerings by January 1, 2019.
- Goal: 150-225 youth and young adults participating in at least one faith formation offering by January 1, 2019.

Priority: Hospitality

- Goal: Strengthen or create 3-5 hospitality ministries that will promote a culture of hospitality by January 1, 2019.
- Goal: Increase registered households from 760 to 825-875 by January 1, 2019.

Priority: Stewardship

- Goal: To have 300 households commit their time to prayer annually by January 1, 2019.
- Goal: To have 650-750 parishioners offering their talent in at least one parish ministry in addition to weekend Mass by January 1, 2019.
- Goal: To meet the current and future needs of St. Jerome Catholic Church, we will offer our treasure to meet or exceed our weekly financial goal by January 1, 2019.



St. Jerome Church
Walbridge, OH



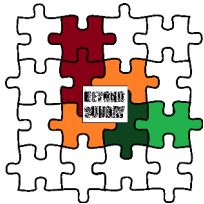
Parish Stewardship Prayer

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.



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Actionable Items to Implement



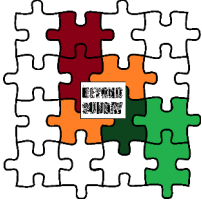
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Items to Implement

- Creating a Brand/Logo
- Offering Envelopes
- Electronic Giving
- Stewardship Initiative (Time, Talent, & Treasure)
- Print Communications
- Website
- Engaging a Mobile Generation
- Reaching Outside Your Parish



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Create a Logo

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Create a Logo



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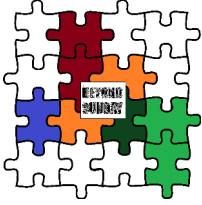
Use This on Every Form of Communication from the Parish

- Tie your brand together
- Stay consistent in communication style and frequency



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Establish Habitual Methods for Giving

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Strategic Uses for Envelopes

- **Uses For Envelopes**
 - Contributions
 - Engagement
 - Stay in Touch
 - Prayer and Comfort
 - Evangelization
 - Education

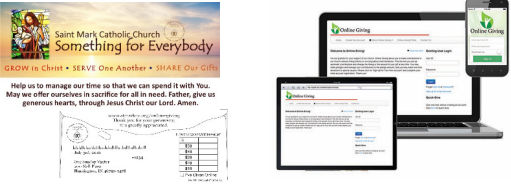


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Establish Systematic Ways for Giving

- Make it easy, safe, and convenient for people to give to your parish.



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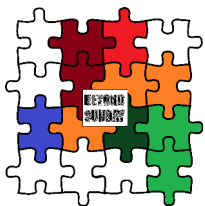
Provide Automated Donation Systems



Embrace Online Giving

- Online Giving is Simple, Easy, Quick, and Secure
- Benefits the Parish and the Donor
- Online Giving encourages the intentional, sacrificial giving by your parishioners by giving regularly and habitually to the parish.





Stewardship Renewal Process



Relying on Fundraisers Instead of Offertory

- Feels easier because it generally works
- Short-term problem solving
- Creates donors that give to a need (not true, 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



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 assessments to update our parish facilities. Much of that work has been completed and we have all enjoyed our updated church, complete with air conditioning, a new electrical system, sound system, parking, improved lighting and so much more. **Because of your generosity** we are able to continue with improvements to the history parish center and school.

Change always presents challenges. St. Joseph Church is faced with various financial challenges over our address. Last year we experienced a net loss of almost \$50,000 in our regular operating income. As a result, our parish leadership must continue their search for ways to meet today's increased demand to increase our Sunday offertory collection. Increasing our offertory will allow us to maintain the substance of our church without operating by a check. I realize that much has already been a result of this, these families and individuals are already experiencing difficult financial times. I am counting on the ways that we are able to make sacrifices and for one more month offering.

Please review the contents of this special brochure and consider how you can help our parish. Our goal through the program is to substantially increase our regular offertory contributions. Other parishes that have conducted similar programs have seen their offertory increase between 20% and 30%. Please review the suggested guidelines for giving which are on your enclosed Commitment Card. A special Commitment Card will be held at the weekend of October 3rd and 5th. Please bring the enclosed Commitment Card to Mass each weekend program 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 800-868-8868 or by email at gs@stjosephchurch.com. I am much obliged and appreciate of everyone's participation in the parish. I thank you in advance for your support, understanding, and kindness.

Sincerely,
 Fr. Bob
 Pastor




Evaluate and Respond

St. Joseph Catholic Church
Statement of Income & Expenses

Account	2016	2015
Revenue	\$1,000,000	\$950,000
Operating Expenses	(800,000)	(750,000)
Net Income	\$200,000	\$200,000
Capital Expenses	(100,000)	(100,000)
Net Assets	\$1,000,000	\$1,000,000

How & When Will We Make Our Commitment?

Commitment Cards will be distributed at the weekend of October 3rd and 5th. Please bring the enclosed Commitment Card to Mass each weekend program to renew your weekly offertory gift to support the works of St. Joseph Church.



Spread The Gospel

- Faith Formation
- Social Justice
- Outreach Ministries
- Hospitality Initiatives for all Children

Celebrate The Sacraments

- Liturgical Ministries
- Sacramental Preparation
- Marriage Readiness Program
- Baptism

Exercise Charity

- St. Vincent de Paul
- Holy Family
- Holy Trinity of Christmas
- Holy Eucharist
- Ongoing Ministry

Works of Mercy

- Food Bank
- Home for the Poor
- Homeless and Disabled Ministry
- Prayers for the Living and the Dead

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



Commitment

Commitment Card

After reviewing the suggested giving scale and praying about my response, I intend to give:

(Please complete one of the below.) I understand this is not a legally binding contract.

\$ _____ Current Weekly Gift + \$ _____ Addl. Weekly Gift = \$ _____ New Total Weekly Gift

\$ _____ Current Monthly Gift + \$ _____ Addl. Monthly Gift = \$ _____ New Total Monthly Gift

\$ _____ Current Yearly Gift + \$ _____ Addl. Yearly Gift = \$ _____ New Total Yearly Gift

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.

St. Joseph Catholic Church

Name _____

Street Address _____

City, State, Zip _____

Envelope # _____ Date _____

E-Mail _____ (PLEASE PRINT CLEARLY!) Phone _____

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 contribution in the electronic giving application to reflect your increased gift to the parish.



Foster TRUE, PROPORTIONAL, SACRIFICIAL GIVING

What do these people look like:

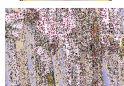
1. Understand everything they have is a gift from God
2. Giving is from the first fruits
3. Trust in the church to use their sacrifice to take care of all needs at the church
4. True stewards, intentional disciples



Time & Talent



"Where are you in your spiritual journey? Do you wander aimlessly like a tourist? Have you stopped at the gas station? Or are you heading straight for your destination?"



Bulletin



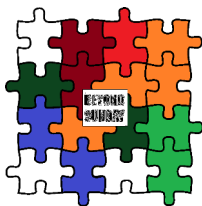
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State of the Parish Report

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Parish Website

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Build on a Firm Foundation



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Important Components



- Does your website reflect your parish Community, Brand, and Mission?
- Is it Inviting?
- How can people get involved?
- Should people return often?

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Remember: Your Website Reflects Your Parish

Everyone of the Church's media vehicles is a 'virtual front door' to the Church and we want it to be welcoming, well cared for, and worthy of someone's visit. For example, if a parish church had a dilapidated front door, with graffiti on it, and a broken sign with outdated Mass times – many that might otherwise want to stop in for a visit might keep on moving. Similarly, new media vehicles that are out-of-date, too out-of-style, and don't warmly welcome newcomers and encourage them to become regular visitors miss a big opportunity.


Scot Landry, Chapter 7 of "The Church and New Media"


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Engage a Mobile Generation

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Open Your Virtual Front Door



As I have frequently observed, if a choice has to be made between a bruised Church which goes out to the streets and a Church suffering from self-absorption, I certainly prefer the first. Those "streets" are the world where people live and where they can be reached, both effectively and affectively. The digital highway is one of them, a street teeming with people who are often hurting, men and women looking for salvation or hope. By means of the internet, the Christian message can reach "to the ends of the earth" (Acts 1:8). Keeping the doors of our churches open also means keeping them open in the digital environment so that people, whatever their situation in life, can enter, and so that the Gospel can go out to reach everyone.

Message of Pope Francis for the 48th World Communications Day
June 14th, 2014

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Utilize Social Media



Share Parish News & Events as reminders, share Catholic News Stories and Relevant Teachings to supplement Sunday Homilies, and Prayer and Inspirational posts for parishioners to like, share, & re-tweet.

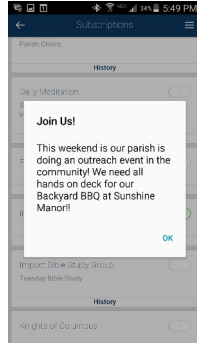


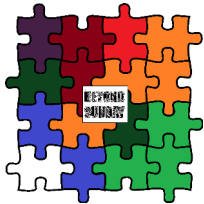
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Engage with Push Notifications

- More than **two-thirds (77%)** of mobile subscribers in the U.S. — 190.3 million people!
- Communicate with People in the way they best receive
- This is an active means of communication right on their phone, where they are!





Evangelize Outside Your Community



Evangelize to Our Communities



St. Anastasia, Troy MI



Micro Missions



FEATURING DAN THE PIC-MAN Food Truck

YOU ARE INVITED TO A **BLOCK PARTY** FOR WINDSOR HARBOUR RESIDENTS

AUG 13 2016 FREE BBQ FOOD TRUCK! DESSERT + MUSIC + GAMES
11:30 AM - 1:30 PM

SEE YOU THERE!

SPONSORED BY ST. JOSEPH CATHOLIC CHURCH OF WINDSOR HARBOUR, ONTARIO

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Celebrate Your Parish Community



Examples of webcast content for St. Joseph Catholic Church, including "Welcome to St. Joseph", "Online Giving", and "St. Joseph Church".

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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