



## Communicating for Successful Stewardship

### Seven Messages to Communicate

- The Stewardship Message  
*(This Is Critical!)*
- Your Parish Vision and Goals
- Achievements and Accomplishments
- Appreciation and Recognition
- Financial Information
- Needs and Plans
- Ways to Give – A Call to Action –  
An Invitation to Get Involved

### Forms of Communications

- ✧ Weekly Bulletin
- ✧ Parish newsletter
- ✧ Annual and/or quarterly reports
- ✧ Informational brochures
- ✧ Time and Talent catalog
- ✧ Bulletin boards
- ✧ Letters to the home
- ✧ Segmented letters or newsletters for special groups; i.e. Senior citizens, school parents or new families
- ✧ Outdoor parish sign
- ✧ Posters, small displays and signs
- ✧ Stewardship information table in the back of church
- ✧ Materials available in the parish library or pamphlet room
- ✧ Informational meetings
- ✧ Booths at the Festival of Ministries
- ✧ Pulpit talks or announcements by parishioners
- ✧ Personal visits
- ✧ Phone calls
- ✧ Stories in the local media
- ✧ E-mail
- ✧ Web site
- ✧ Video
- ✧ Advertising “give-aways” – buttons, magnets, pens, etc. – with a stewardship, development or appreciation message



## Communicating Well with Donors

### Write for Readability

- ◆ Write at 8<sup>th</sup> grade level  
Check through Options in Spelling and Grammar for Flesh-Kincaid grade level
  - ✓ Short words – no more than 25% of words over five letters
  - ✓ Short sentences
  - ✓ Short paragraphs
- ◆ Write like you would talk. (*Like talking to a friend - not writing an essay.*)

### Give the Reader What He/She Wants

- ◆ **Put yourself in the reader's place.** Picture a real reader. **What do they care about?**
- ◆ Be exciting! Be enthusiastic! Don't bore them.
- ◆ Involve the reader. Put them first.
- ◆ Use more 2<sup>nd</sup> person or 1<sup>st</sup> person plural rather than 3<sup>rd</sup> person or 1<sup>st</sup> person singular.

### Design for "Scannability"

- ◆ Use lots of bullets and lists.
- ◆ In newsletters:
  - ✓ Use long headlines and subheads (25 – 35 words okay in a newsletter)
  - ✓ Put most important information in the first paragraph.
  - ✓ Use pull quotes.
- ◆ In letters:
  - ✓ Reiterate most important message in the P.S.
- ◆ Avoid
  - ✓ ALL CAPS
  - ✓ San serif body copy
  - ✓ Reverse type
  - ✓ Fonts smaller than 12 point in full page letters, smaller than 10 point in columns.

### Don't Forget A "Call to Action"!!!

### **Proofread!**

- ◆ **Don't rely solely on spell check.** Read a printed copy – preferably forward and backward. Also doublecheck all dates, numbers, times, etc.