

STEWARDSHIP: PROGRESS AND CHALLENGES

Diocese of Rochester Webinar, March 12, 2013

Deacon John McDermott



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Ordained deacon in 2004

- Assigned to St Rita Church, a large suburban parish with 2500 families for 8 years. Worked with Stewardship Team there
- Now assigned to Holy Apostles Church, a smaller inner city parish with 400 families. Established a Stewardship Team in 2012.

Business background

- Currently running a local printing company with 50 employees
- Previously worked at Eastman Kodak for 23 years, mostly internationally, with a variety of divisions and countries having large and small organizations
- Involved in lots of change management efforts over the years

Agenda for this webinar

- What is stewardship?
- How to get started
- Metrics and programs
- What kind of results can you expect?
- Key challenges along the way



WHAT IS STEWARDSHIP?

3/12/2013

Does Your Parish Look Like This?

A Parish in Long Island

- Completed their annual CMA target in one weekend
- Over 600 involved in parish ministries
- When families are transferred out of state, they change jobs to be able to return to their home parish

A parish in Kansas with 2600 families

- Has no fundraising efforts except the weekly collection
 - Is able to offer free tuition at the parish school to all parish members with 750 students
- Has 300 adults in attendance at daily mass and 85% attend mass every weekend.
- RCIA averages 35 catechumens and candidates

These are Stewardship Parishes

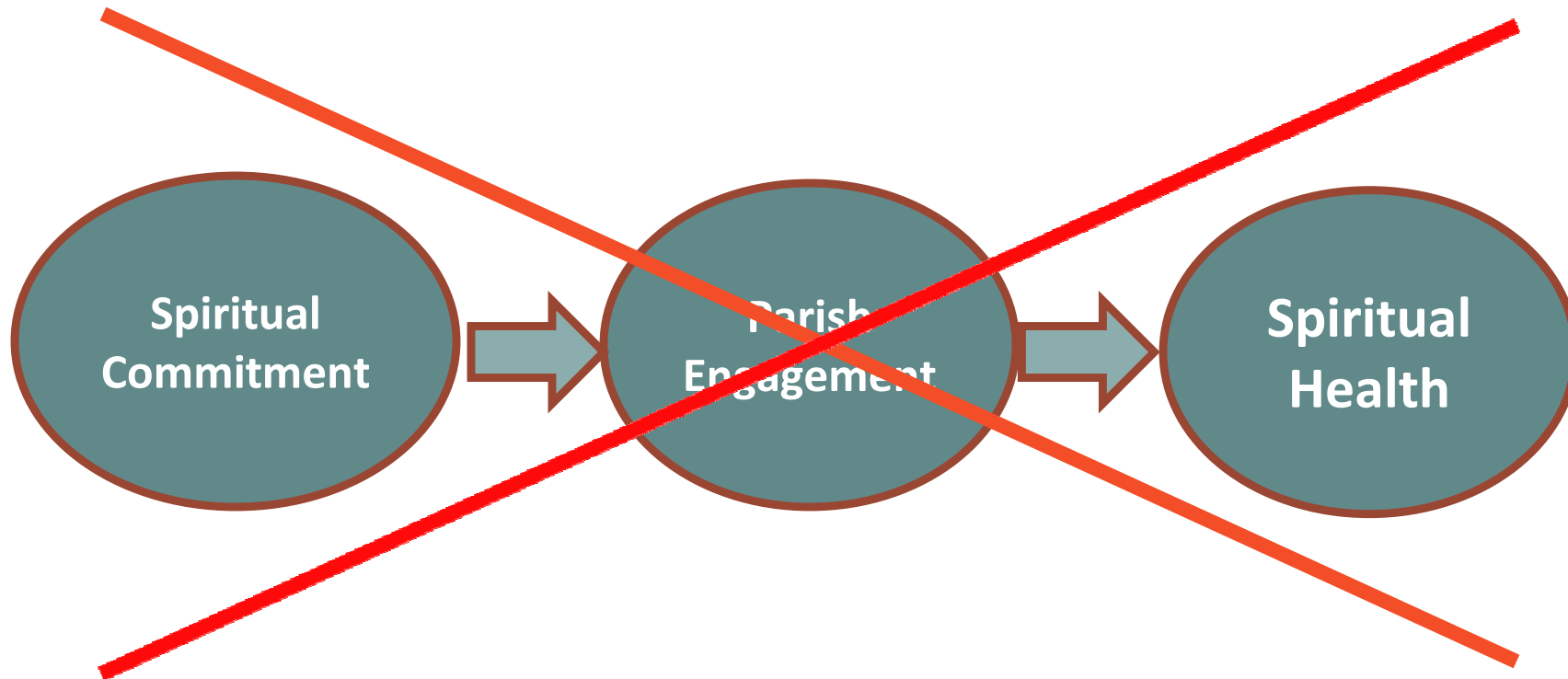
What is Stewardship?

“As Christian stewards, we receive God’s gifts gratefully, cultivate them responsibly, share them lovingly in justice with others, and return them with increase to the Lord.”

—1992 US Bishops’ Pastoral Letter, *Stewardship: A Disciple’s Response*

- More than a program to raise more money for the parish
- Attempts to create the worldview of a Christian disciple
 - God has created the world, but entrusts it to us for responsible care
 - All that we have is a gift of God
 - All our resources of time, talent and treasure come under the Lordship of Jesus Christ
- At the parish level, it is about driving member **engagement**

What Leads to a Healthy Parish?



WHAT IS STEWARDSHIP?

What Leads to a Healthy Parish?



WHAT IS STEWARDSHIP?

What Is Engagement?

“Strong congregations produce spiritually mature individuals whose lives have a positive influence on our society and world.”—George Gallup

Levels of engagement

- Engaged
- Not engaged
- Actively disengaged

Engaged parishioners—more likely to show spiritual commitment by :

- Inviting friends, family and co-workers to parish events
- Giving of their time and skills to parish life and ministries
- Giving financially to the parish, even sacrificially

Not engaged—may attend regularly but not psychologically connected. Socially but not spiritually committed. Give moderately but not sacrificially.

Actively disengaged—psychologically absent. Unhappy and want to share that unhappiness with everyone they meet!

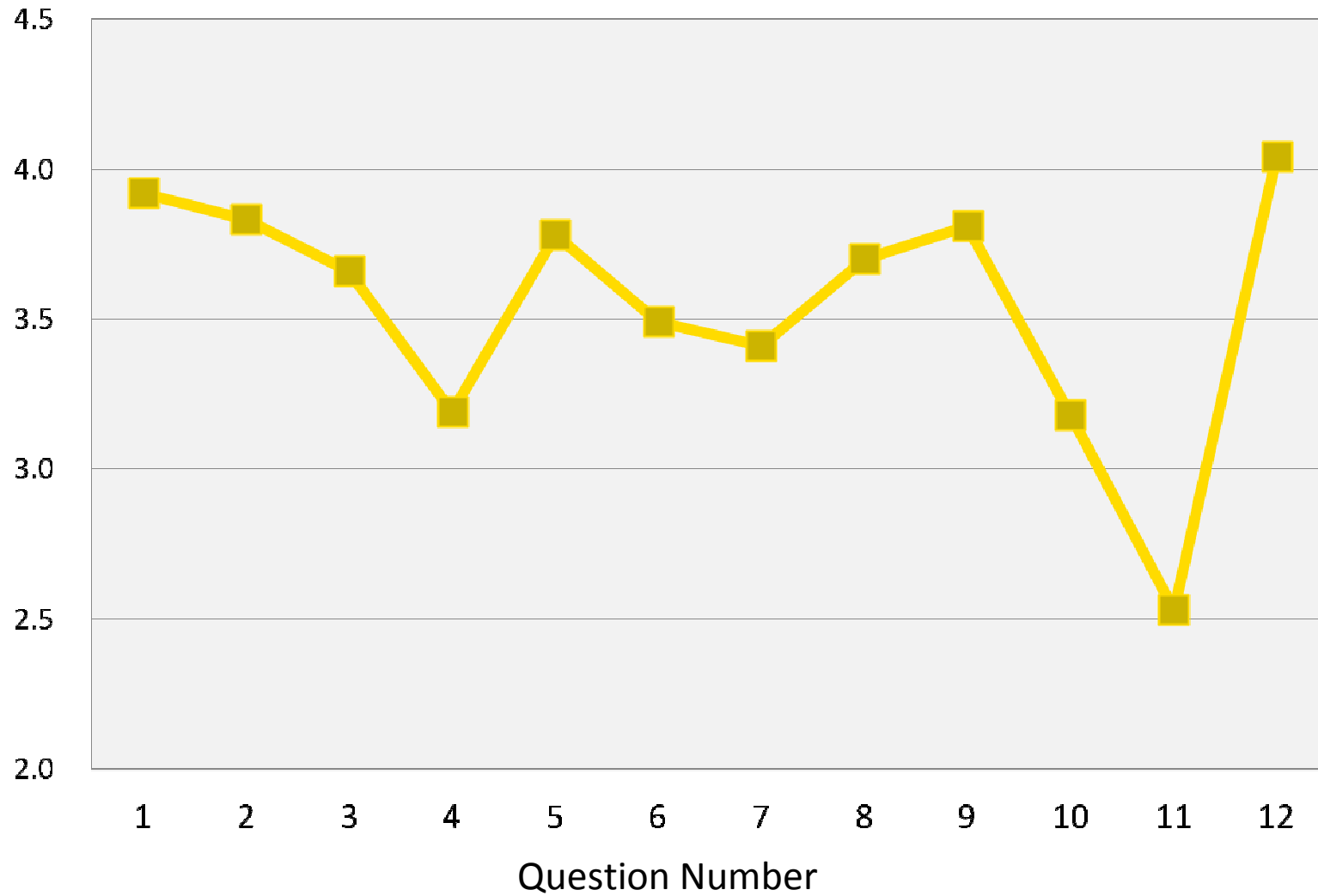
What Drives Engagement?

1. As a member of this parish I know what is expected of me.
2. In my parish my spiritual needs are met.
3. In my parish I regularly have the opportunity to do what I do best.
4. In the last month I have received recognition or praise from someone in my parish.
5. The spiritual leaders in my parish seem to care about me as a person.
6. There is someone in my parish who encourages my spiritual development.
7. As a member of my parish, my opinions seem to count.
8. The mission or purpose of my parish makes me feel my participation is important.
9. The other members of my parish are committed to spiritual growth.
10. Aside from family members I have a best friend in my parish.
11. In the last six months, someone has talked to me about the progress of my spiritual growth.
12. In my parish, I have opportunities to learn and grow.

US Congregational Average Scores

WHAT IS STEWARDSHIP?

Overall Average Scores



Typical US Catholic Congregation Profile

Engagement



WHAT IS STEWARDSHIP?

What Is the Goal of Stewardship?

Increase Parish Engagement!



HOW TO GET STARTED

3/12/2013

Getting Started

- Get full support of pastoral staff and key committee leadership
- Check out diocesan resources
 - Brochures, literature, translation help
 - Diocesan contact: Dave Kelly and Doug Mandelaro
 - Annual Stewardship Day
 - Contacts in other parishes
- Form a team and begin!
 - Recommended team size: 6-12
 - Make team formation a part of every meeting
- Celebrate successes!
- Communicate to key stakeholders regularly!
 - Pastoral staff
 - Pastoral council
 - Finance council
 - Parish at large

Our Story at Holy Apostles

- Formed pilot committee from key volunteers May
- Attended Diocesan Stewardship Day together June
- Used them to recruit a new, more diverse committee July-August
- Reformed committee of 8-10 members with outside help September
- Agreed on mission, metrics, calendar of meetings October
- Implemented first baseline engagement survey November
- Selected a first year theme on Talents December
- Assisted with completion of CMA January
- Started educating ourselves on talents and gifts January—on
- Current projects Dec—Sep
 - Inventory of parish volunteers
 - Annual pledge card for time, talent and treasure
 - Parish education on Talents

METRICS & PROGRAMS

3/12/2013

Stewardship Metrics—An Example

- **Engagement:** Annual engagement survey each fall
 - Engaged
 - Not engaged
 - Actively disengaged
- **Time:** weekly mass attendance as % of total registered households
- **Talent:** % of members involved in some additional parish ministry or service activity
- **Treasure:** annual giving of parishioners

Stewardship Activities

- **Educate** team and parish on meaning of stewardship
 - Bulletin articles
 - Homilies
 - Sign boards
 - Stewardship Day events, reflection days, conferences
- **Measure** parish engagement and level of time, talent and treasure
- **Report** to pastor and pastoral council on findings and opportunities
- **Organize activities** to promote stewardship
 - Annual Stewardship Day/Events
 - Ministry Fairs
 - Annual pledging
 - Support for CMA
- **Create a funnel** of volunteers to ministries of the parish

Relationship to Other Parts of the Parish

What it does

- Informs and supports Pastoral Council on issues and opportunities
- Assists Finance Council by finding ways to increase giving and other forms of income
- Supports all ministries by promoting opportunities to volunteer and matching up those having a desire to serve with the needs

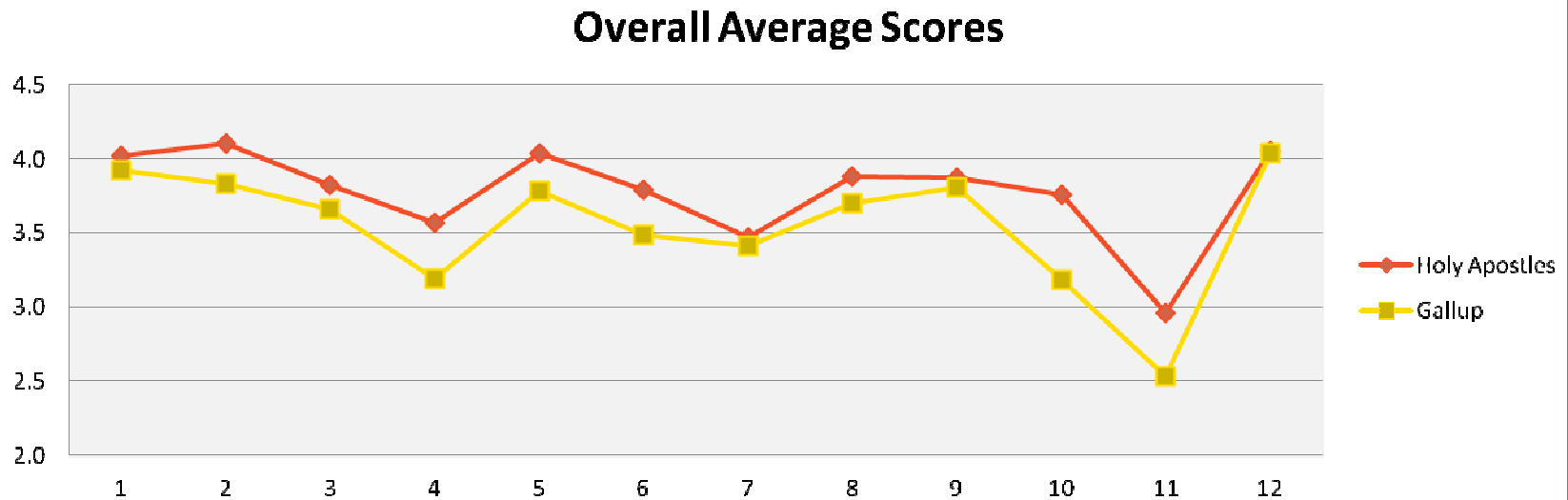
What it doesn't do

- Set policy, vision or plans for the parish (Pastoral Council)
- Set budgets or monitor spending (Finance Council)
- Create spiritual events or ministries (Liturgy, Faith Formation, Outreach)
- Organize events to bring in new members (Evangelism, Communications)

What to Expect in Stewardship Parishes

- Higher rates of attendance at weekend and daily masses
- Higher rates of financial giving
 - Lower number of fundraising events
- Higher rates of volunteerism and participation in the life of the parish
- These results take time and significant commitment to build

Overall Average Scores



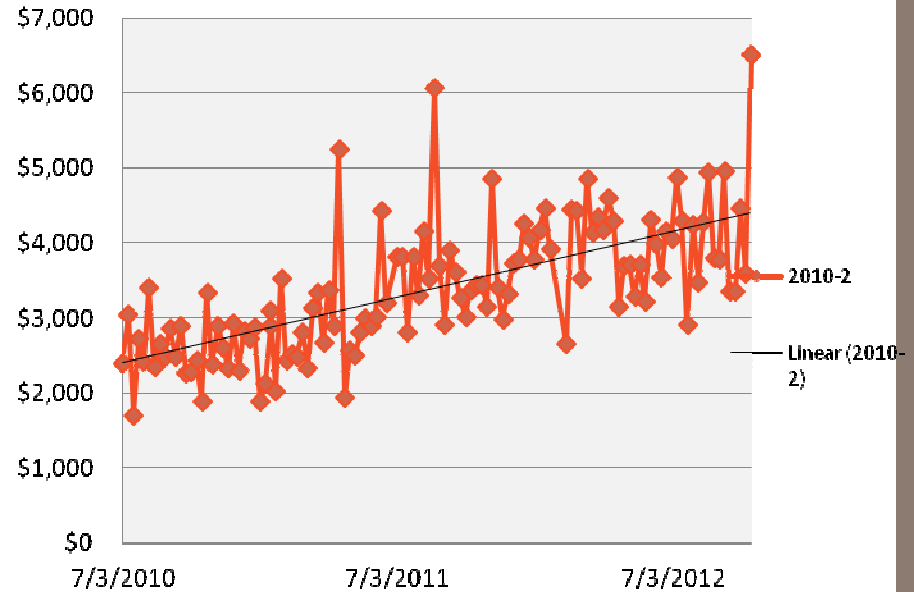
Summary Observations

- Excellent participation with over 250 responses across all three masses
- Total scores were very high on average for most questions
- Many chose not to answer they were uncomfortable with
- Highest scores for questions 1,2, 5 and 12:
 - I know what is expected of me
 - My spiritual needs are being met
 - The spiritual leaders of this parish seem to care about me as a person
 - In my parish I have opportunities to learn and grow
- Lowest scores for questions 4, 7 and 11:
 - In the last month I have received recognition or praise
 - As a member of this parish my opinions seem to count
 - In the last 6 months someone has talked to me about my spiritual progress

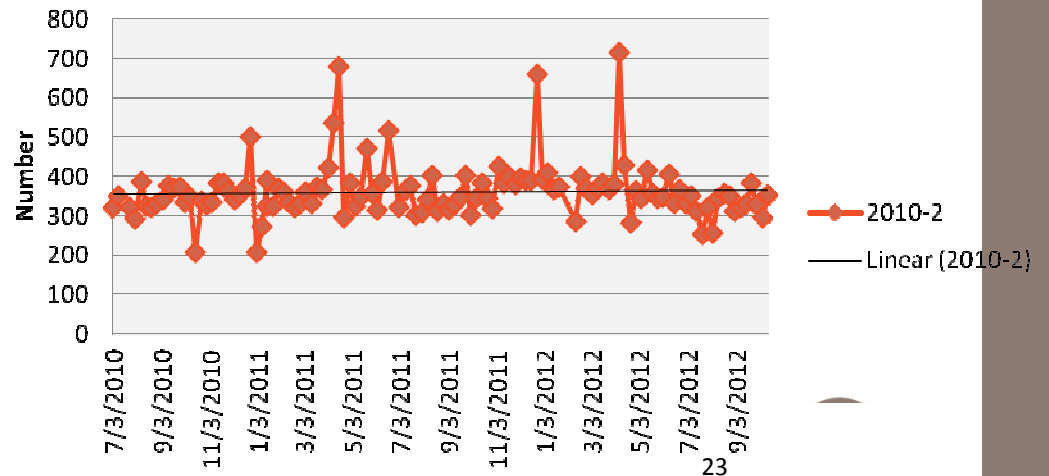
Impact on Giving—Holy Apostles

- 20% growth in collections over two years
 - Avg \$500 per HHD
 - Exceeded CMA by 10%
- Meanwhile, attendance has not changed
- Results due to:
 - Increased preaching about tithing
 - Lay witness talks about tithing
 - Increased info about parish finances
 - Annual pledge letter
 - CMA weekend

Weekly Giving



Weekly Attendance



Results on Giving—St Rita Church

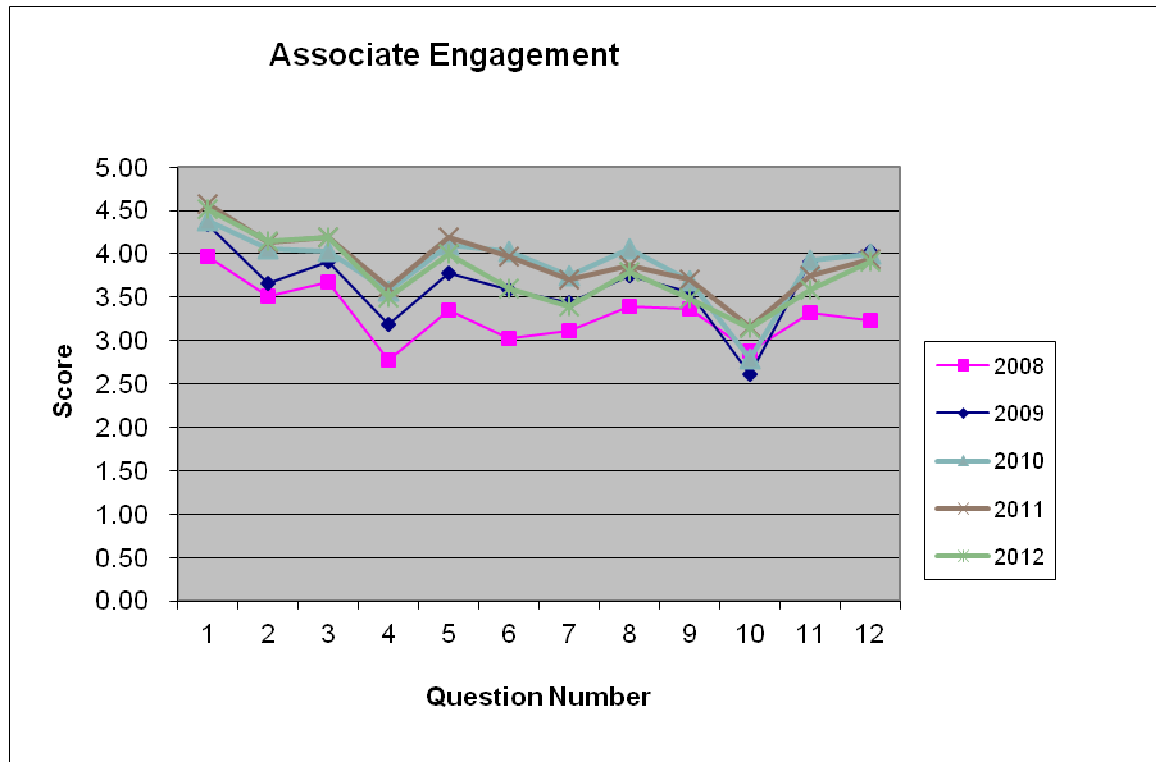
Jan-Dec 2009 Giving Profile							
Age HHLID	Count	Sum \$	Avg \$	Givers	Non-Givers	% Partic	Avg \$ by Givers
65+	680	336,614.09	495.02	521	159	77%	646.09
50-64	803	304,245.17	378.89	431	372	54%	705.91
35-49	896	168,668.74	188.25	457	439	51%	369.08
20-34	99	5,277.00	53.30	38	61	38%	138.87
Total	2478	814,805.00	328.82	1,447	1,031	58%	563.10
% Chg	-0.2%	11.6%	11.8%	-11.2%	20.9%	-11.0%	25.7%

Sep 2005-Aug 2006 Giving Profile							
Age HHLID	Count	Sum \$	Avg \$	Givers	Non-Givers	% Partic	Avg \$ by Givers
65+	641	294,219.00	459.00	519	122	81%	566.90
50-64	597	219,696.00	368.00	376	221	63%	584.30
35-49	1110	205,350.00	185.00	666	444	60%	308.33
20-34	134	10,720.00	80.00	68	66	51%	157.65
Total	2482	729,985.00	294.11	1629	853	66%	448.12

Observations

- * Total number of registered households has remained constant
- * The mix of households has grown somewhat older with fewer in the 20-34 age group
- * The number of active givers has declined by 11% with the largest drop in the younger hhlds
- * Total giving has risen by 11% since 2006, but it is from fewer hhlds
- * Average giving by those who remain and are engaged has risen 26%.
- * Giving by givers is up for all age groups except the youngest group which is down 12%

Does This Work in Other Places?

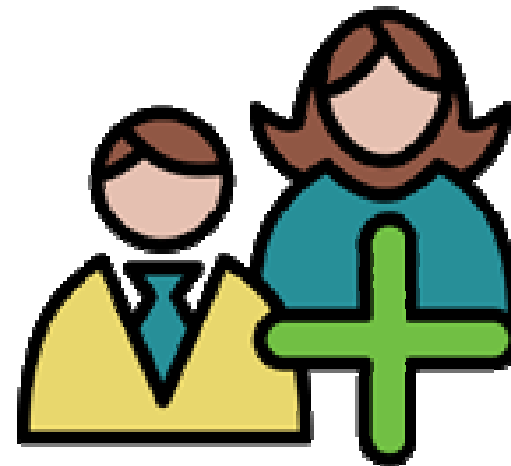


During this period we doubled % of engaged employees and also...

- Sales increased 50%
- Customer complaints dropped by 70%
- Productivity improved by over 40%
- Honored for Best Workplaces in America 10 times by printing industry

Challenges Along the Way

- Why should we measure?
- Its just about the money!
- Are we there yet?
- Other issues?



Conclusion

- Stewardship should be at the heart of every parish
- Stewardship is about engagement
- Measure your progress!
- You can see relatively quick results in finances
 - Better to take a balanced approach
- This is a long term effort—not a quick fix

***Do you want to transform your parish?
Build a Stewardship Parish!***

For Further Reference

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Winseman, Albert L., Donald O. Clifton and Curt Liesveld, *Living Your Strengths (Catholic Edition)*, Gallup Press, New York, 2006.

Or contact me with questions:

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THANK YOU!!