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 \ˈmi-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: an assignment to or work in a field of missionary enterprise c (1): a mission establishment (2): a local church or parish department of 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: 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

“İte, missa est”: Go Forth the Mass is Ended
This is the same mission given by Christ to the Apostles at the end of Matthew.

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

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
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.

Francescans
Evangelii Gaudium (no. 273)

Supporting the Cause

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

THE POTENTIAL EXISTS!!!!!!
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. Clif 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 (CSPRI)
http://icl.nd.edu/assets/96494/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: purposively 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.

Brian Stark, University of Notre Dame Institute for Church Life partnered with Christian Smith, Center for the Study of Religion and Society (CSPRI)
• 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 devoted an additional $148 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 increase. 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.
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.

Clear Goals: Realistic Timeline

Our Pastoral Priorities for 2016 to 2019

Priority: Faith Formation
- Goal: 300+ adults participating in 3-5 distinct faith formation offerings by January 1, 2016.
- Goal: 100-200 youth and young adults participating in at least one faith formation offering by January 1, 2016.

Priority: Hospitality
- Goal: Strengthen our core 5-6 hospitality ministries that will promote a culture of hospitality by January 1, 2016.
- Goal: Increase registered households from 300 to 425 by January 1, 2016.

Priority: Stewardship
- Goal: To have 200 households commit their time to pray weekly by January 1, 2016.
- Goal: To have 50-75 households offering their time to help our parish community in addition to weekend Mass by January 1, 2016.
- Goal: To meet the current and future needs of St. Jerome Catholic Church, we will offer our resources to meet or exceed our yearly financial goal by January 1, 2016.
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. As 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.

Actionable 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

Items to Implement
Create a Logo

Use This on Every Form of Communication from the Parish

• Tie your brand together
• Stay consistent in communication style and frequency
Establish Habitual Methods for Giving

Strategic Uses for Envelopes

• Uses For Envelopes
  – Contributions
  – Engagement
  – Stay in Touch
  – Prayer and Comfort
  – Evangelization
  – Education

Establish Systematic Ways for Giving

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

Evaluate and Respond
Commitment

Commitment Card

After reviewing the suggested giving slide and praying about an appropriate, intended goal, please complete one of the forms provided below and submit it to the Parish Office.

St. Joseph Catholic Church

Name: ________________________________
City, State, Zip: _______________________
Phone: ______________________________
E-mail: ______________________________

Foster TRUE, PROPORTIONAL, SACRIFICAL 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 going this summer?”....“I am volunteering!”

How will you contribute to the work of the Church this summer while you’re away from home?...
Using Print Communications

How Are Your Parishioners Receiving their Information?

Photo Credit: Archdiocese of Detroit
Build on a Firm Foundation

Important Components

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

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”
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 44th World Communications Day
June 14th, 2014
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

Celebrate Your Parish Community

Our Contact Information

Joanie Lewis
Appeals & Campaigns Account Executive
(800) 348-2886, x2251
joanielewis@osv.com

Katie Herzing
Digital Product Sales Associate Lead
(800) 348-2886, x2534
kherzing@osv.com
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