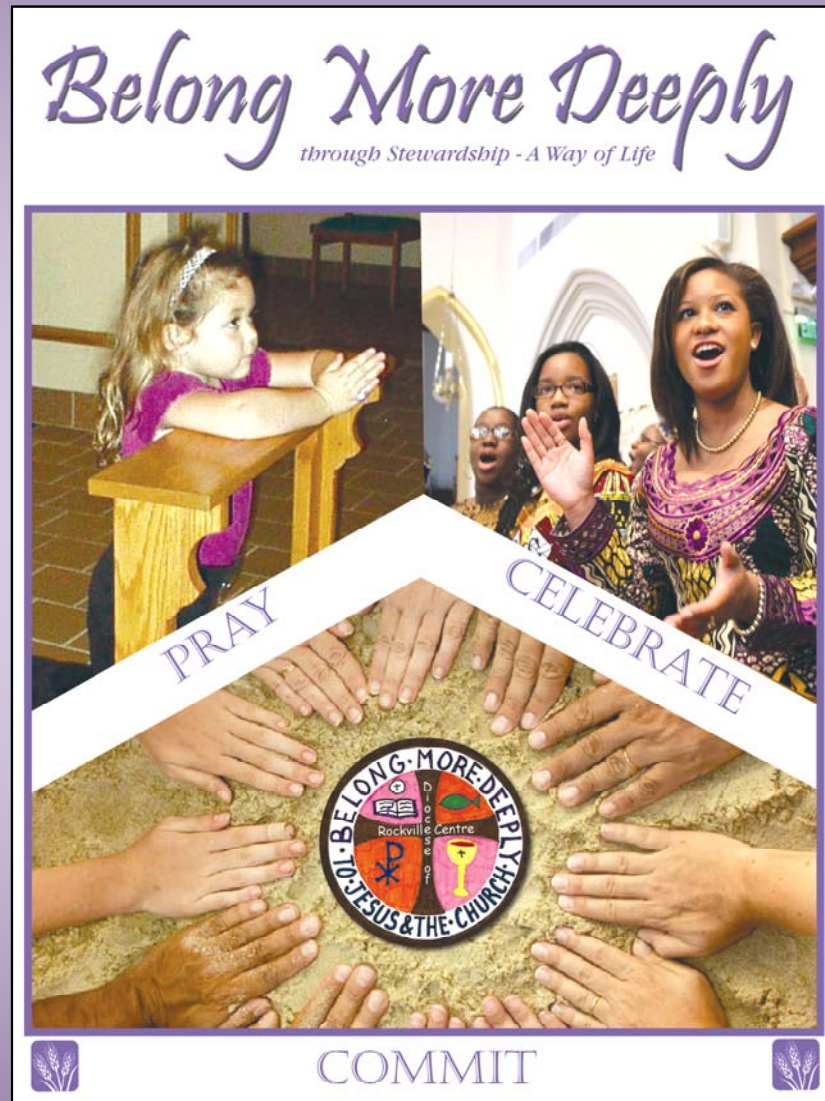


# *Fall, 2011*

## Financial Stewardship Program Outline



*Office of Parish Stewardship*  
Diocese of Rockville Centre



**Stewardship**  
*A Way of Life*

# *Office of Parish Stewardship*

## *Diocese of Rockville Centre*

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**Stewardship**

*A Way of Life*

# Table of Contents

A Snap-Shot of the Four Weekends of Renewal	4
Make a Plan!	4
Your Parish Plan	5
Support Pieces Available from Our Office	5
General Notes and Definitions of Support Pieces	
Spiritual Brochure	5
Commitment Card	6
Posters	6
Bulletin Inserts	6
Stewardship Prayer	7
Letters for Parishioners	
General Notes	7
First Parish Mailing	7
Second Parish Mailing	8
“Thank You” Card/Letter	8
“Follow-Up” Letter	8
“Stay-the-Same” Letter	9
Quarterly Report “Thank You” Letter	9
“Annual Report of Parish Life”	10
Letter to Accompany “Annual Report”	10
Reporting and Accountability	11
Sample Annual Report	12
Lay Witness Talks	
General Information	14
Invitation to Potential Speakers	15
“So, You’ve Been Asked...” Handout	16
4 Steps Handout	17
Liturgical Resources Explanation	
Special General Intercessions	18
Special Bulletin Announcements	18
Special Pulpit Announcements	19
Calendar and Action Plan	
Calendar	20
Renewal Calendar-At a Glance	21
Time and Talent Stewardship Renewal Calendar	23
“To Do” List	24
New Stewardship Theme for 2011-2012	25
Resources of Your Parish Library	26
Additional Materials Available on the Web	28

## A SNAP-SHOT OF THE FOUR WEEKENDS OF THE FALL FINANCIAL RENEWAL PROCESS

<i><b>Awareness Weekend</b></i>	<i><b>Accountability Weekend</b></i>
<ul style="list-style-type: none"> <li>* A “heads-up” that stewardship renewal time is coming.</li> <li>* It’s time to reflect, pray and plan for the sharing of Financial Resources in all aspects of life this year.</li> <li>* Supported by bulletin inserts, bulletin and pulpit announcements, general intercessions, targeted homilies, lay witness and more!</li> <li>* First Parish Mailing with Spiritual Brochure reinforces what was heard and read at Mass and invites people into further reflection.</li> </ul>	<ul style="list-style-type: none"> <li>* A presentation of the <i>Annual Report of Parish Life</i> that makes known to all the impact of the shared gifts of Financial Resources and Time and Talent provided by the parish community.</li> <li>* Publicly thanks people for sharing their gifts and conveys a sense of excitement and accomplishment.</li> <li>* Fosters accountability by modeling accountability.</li> <li>* Supported by bulletin inserts, bulletin and pulpit announcements, general intercessions, targeted homilies, lay witness and more!</li> <li>* Presentation of the <i>Annual Report of Parish Life</i> is followed by a parish mailing inviting people to commit to sharing their Financial Resources.</li> </ul>
<i><b>Commitment Weekend</b></i>	<i><b>Follow-Up Weekend</b></i>
<ul style="list-style-type: none"> <li>* A time to take action!</li> <li>* Parishioners make or renew commitments to sharing their financial resources.</li> <li>* Presenting commitments can be an integral and meaningful part of the liturgy.</li> <li>* Supported by in-pew completion, bulletin inserts, bulletin and pulpit announcements, general intercessions, targeted homilies, lay witness and more!</li> </ul>	<ul style="list-style-type: none"> <li>* A mini-repeat of Commitment Weekend.</li> <li>* Especially for those who were not ready to commit last weekend.</li> <li>* Communicate thanks to those who have already committed.</li> <li>* Begin follow-up, data management, reporting, acknowledgements and so on!</li> </ul>

### Make A Plan!

- ✓ First and foremost, *YOU NEED A PLAN*. Work with your stewardship committee, parish staff, and others to ensure that you have a clear, sensible plan for your Fall, 2011 financial stewardship renewal. Do what you can with what you have. Consult with our Office as a resource by calling 516-379-4055 x3. Use the planning tools that we have designed specifically for you and those that are available on our website (see the back outside cover of this *Program Outline*).
- ✓ Make choices! There are *multiple* choices and options available to you, especially regarding the theme and parishioner materials. Know the options, make decisions!
- ✓ Make sure you collaborate with others and communicate your plan to all parish leadership who are involved in any part of the process (liturgy people, clergy, music directors, parish council, ministry leaders, and anyone else who may be affected or concerned).
- ✓ If you are amending any part of the plan that we have provided for you, it is vital that you *amend all related components, aspects, and parts* accordingly. Cohesiveness is a key component of the renewal process. The renewal needs to feel like what it is meant to be: a movement or journey.
- ✓ It’s best not to “pick and choose” regarding proven pieces of the renewal plan. For instance, it is a mistake to decide not to have lay witness speakers. Written commitments should not be eliminated nor should formational pieces like bulletin inserts and the spiritual brochure be omitted.

# Your Parish Plan

## Support Pieces Available from Our Office: (Please consult the “Themes and Materials for Financial Stewardship Renewal” support catalogs for materials samples.)

*Parishioner Materials available in MS Publisher and Adobe .PDF Files (for you to print):*

- ♦ **Spiritual Brochure Template** (in English or in Spanish). Presents the chosen theme and invites initial reflection for the renewal process.
- ♦ **Commitment Card Templates** (in English or in Spanish) Multiple versions from which to choose, including the “Take-A-Step” Planning Guides. A tool for planning a response to the financial stewardship reflection and includes the Commitment Card for *Commitment Weekend*.
- ♦ **Three-Four Separate Bulletin Insert Templates** (in English or in Spanish). Each designed for the corresponding weekend of the renewal process. Offers a progressive opportunity for parishioners to journey through the renewal.
- ♦ **“Thank You” Card Template** (in English or in Spanish). For those who do not wish to use the pre-printed “Thank You” cards or the personalized computer-generated “Thank You” Letters.

*Parishioner Materials available from our Office in quantities you desire (printed by us):*

- ♦ **Posters** (in English or in Spanish). Highlights the chosen current theme.
- ♦ **Thank You Cards** (in English or in Spanish). For people/families who have completed a Commitment Card. (These standard, non-personalized cards may be used in lieu of computer generated personal “Thank You” letters or card template shown above).
- ♦ **Stewardship Prayer Cards** (in English; or in English one side, in Spanish the other). Three versions from which to choose. For use at weekend liturgies during the renewal and throughout the year.

## General Notes and Definitions of Support Pieces

### Spiritual Brochure

*Purpose:*

To provide a renewed reflection and understanding of Christian stewardship in light of the chosen current theme. It is designed to challenge people and invite them to move further along the journey of faith.

*Notes:*

- ✓ The brochure is to be included in the first parish mailing.
- ✓ It can also be used as a tool that leads to faith-sharing in small Christian communities.
- ✓ It is a welcome addition to the parish book rack or library.
- ✓ It can be given to the homebound, sick, and others for spiritual reading material.
- ✓ It can be used as a tool to lead to discussion and reflection for youth groups, adult faith formation, catechists, and ministry leaders.
- ✓ Make sure your parish prints enough of these for the first parish mailing and for any other uses.
- ✓ The spiritual brochures are an integral part of the desire to have a comprehensive stewardship formation plan in your parish.

## Three or Four Separate Bulletin Inserts (depending on chosen theme)

### *Purpose:*

To directly support the flow and movement of the renewal process. The respective bulletin inserts should be utilized each week of the renewal.

### *Notes:*

- ✓ First and foremost, you will need to decide how you will go about printing/distributing them (transmitting them to your bulletin company, printing them yourself or by a printing vendor, or some other method). You may wish to check with your bulletin company to see what will work best for you in your parish given the two file types (MS Publisher and Adobe .PDF) that are available to you and any customization needs you might have.
  - ✓ Customize your bulletin inserts before you print them if you'd like. Use your own parish pictures, put your parish name and/or website address on them, etc.
  - ✓ Certain of the bulletin inserts, as stand alone flyers, can be used in adult faith formation, catechesis, small Christian communities, and elsewhere in the parish. Make sure to print enough extras of those you particularly like and for which you see other uses than just in the bulletin.
  - ✓ The bulletin inserts are an integral part of the desire to have a comprehensive stewardship formation plan in your parish.
- 

## Commitment Card

### *Purpose:*

To provide more information for reflection and a tool for action to help parishioners design a plan of response to God's generosity in their lives, especially as it relates to the sharing of finances. There are multiple versions from which to choose. Choose one that best reflects what your parish's desire is for Commitment. Ultimately, whatever dollar amount the person/family decides to share this year, we ask that half go to the parish and the "other half" to other charities, organizations, or institutions that are of interest or concern to the family.

### *Notes:*

- ✓ The Commitment Card is included in the second parish mailing as well as any follow-up mailings.
  - ✓ It is distributed at all Masses on Commitment Weekend and Follow-Up Weekend.
  - ✓ The response is most successful when an "in-pew walk-through" takes place on Commitment Weekend and Follow-Up Weekend.
  - ✓ Some parishes choose to ritualize how the Commitment Cards are collected/brought up during liturgy on Commitment Weekend. Consult with your pastor and parish liturgy committee for some ideas or call us (516-379-4055 x3).
- 

## Posters

### *Purpose:*

These posters are designed to reflect the currently chosen annual theme. They are colorful with lively pictures of people being Church. They express the joy associated with Christian stewardship.

### *Notes:*

- ✓ Order enough posters to be displayed in all the rooms in your parish center, your church vestibule and entrances, gathering areas, and meeting rooms.
- ✓ Offer the posters to your parish Catholic school for display in all the classrooms.

## Stewardship Prayer Cards

### *Purpose:*

In three popular versions (“A” or “B” or “C”), these cards contain a “stewardship prayer” that explicitly uses some of the language of stewardship spirituality.

### *Notes:*

- ✓ Order enough cards from us to insert in all the music books or missals in Church, to have for all parish meetings, for any parish formational gathering (catechetical, adult faith formation, etc.), and to distribute in your parish’s welcome kit.
- ✓ Great to use as a prayer to pray with the sick, homebound, or on special occasions.

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## The Letters for Parishioners (General Notes)

- ✓ If you choose to mail letters by bulk rate, adjust the scheduled mailings so parishioners will receive the mailing during the appropriate week of the renewal. (For instance, make sure the First Parish Mailing is mailed out so it is received during the week AFTER Awareness weekend.) Local post offices treat the delivery of bulk mail differently. Know what yours does as a general rule and plan accordingly.
- ✓ All letters should be in the name of the Pastor. Some letters, as indicated on the samples, should be in the name of the Pastor and the Stewardship Coordinator/Director (or if there is none, the Stewardship Chairperson).
- ✓ With parishes the size of those in our diocese, it is virtually impossible to hand sign all letters. However a letter can be mass produced in black ink, and then signatures placed on it in blue ink. Check with your printing vendor about this.
- ✓ Some parishes in recent years have combined the first and second parish mailings for cost considerations. This requires an adaptation of the renewal plan we describe as well as care and attention so that the process and movement of the renewal is not diminished. Plan so that the renewal will still achieve the desired results that include at least these three steps that will be clearly recognized by the people: *Awareness*, *Accountability*, and *Commitment*. The process is important.

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## First Parish Mailing

### *Purpose:*

To invite all registered parish families to (once again) become aware that our annual financial stewardship renewal is upon us. The included spiritual brochure provides a way to help form parishioners in the spiritual and theological principles of stewardship in a practical way.

### *Notes:*

- ✓ This letter should be signed by the Pastor and the Stewardship Coordinator/Director.
- ✓ The mailing includes the new spiritual brochure that you have printed.
- ✓ The mailing is to be received by the people during the week following Awareness Weekend.
- ✓ Feel free to modify the letter to better accommodate your/your pastor’s writing style. Be mindful to keep the important points that reference the renewal, theme, and spiritual brochure.

## Second Parish Mailing

### *Purpose:*

To invite people to enter more deeply into the spirit of this year's annual financial stewardship renewal. To send all registered parish families a Commitment Card so that all may have a tool to help reflect upon the ways they will share their God-given gifts, particularly their finances, with the parish and other charities throughout the coming year.

### *Notes:*

- ✓ This letter should be signed by the Pastor and the Stewardship Coordinator/Director.
  - ✓ This mailing includes the Commitment Card of your choice that you have printed.
  - ✓ This mailing is to be received by the people during the week AFTER Accountability Weekend.
  - ✓ Feel free to modify the letter to better accommodate your/your pastor's writing style. Be mindful to keep the important points that reference the renewal, theme, and the Commitment Card.
- 

## "Thank You" Card/Letter

### *Purpose:*

To express gratitude to any person/family who has responded to this year's invitation to complete a financial stewardship commitment. Three forms of acknowledgements are available; personalized letter, card templates that you print or pre-printed cards ordered from the Stewardship Office.

### *Notes:*

- ✓ This letter/card should be signed by the Pastor alone; hand-signed if at all possible.
  - ✓ Some parishes choose to include the stewardship prayer card, St. Teresa Prayer card, a holy card, or a small gift with this mailing.
  - ✓ This mailing is to be done in a timely fashion, within two weeks of receiving the Commitment from the person/family.
  - ✓ **Everyone** who submitted a Commitment Card **must** receive a written "Thank You."
  - ✓ Feel free to modify the letter or the card templates to better accommodate your pastor's writing style. Be mindful to reference the renewal and this year's theme.
- 

## "Follow-Up" Letter

### *Purpose:*

To follow-up with those in the parish who have not completed a Commitment Card this year (or in recent years should you decide not to use the "Stay-the-Same" letter on the following page).

### *Notes:*

- ✓ This letter should be from the Pastor alone.
- ✓ It should include another Commitment Card.
- ✓ This letter should go out the week after Follow-up Weekend.
- ✓ This letter ideally is used as a complement to the "Stay-the-Same."

## “Stay-the-Same” Letter

### *Purpose:*

This letter is a follow-up to anyone in the parish who HAS NOT returned a Commitment Card this year, but DID RETURN ONE last year.

### *Notes:*

- ✓ This letter should be from the Pastor alone.
  - ✓ It should include another Commitment Card.
  - ✓ This letter should go out after Follow-Up Weekend.
  - ✓ This letter is ideally used as a complement to the “Follow-Up Letter.”
- 

## Quarterly Report “Thank You” Letter

### *Purpose:*

The purpose of this letter is to acknowledge the shared gifts of parishioners, affirm them in that sharing, and help them see where they stand in terms of the Commitment to financial stewardship they have made this year. It also serves as a wonderful tool for accountability, both from the parishioner’s perspective, and from the parish being accountable to people by keeping good records. Ideally, the letter should include a “ministry story” that would highlight a particular way the parish is serving others in a new way.

### *Notes:*

- ✓ This letter should be from the Pastor alone.
- ✓ It cannot be stressed enough that people need to be acknowledged for the gifts they share. The most effective ways to develop and sustain trust in the relationship between your parish staff and the people includes thanking them often and being responsible and accountable for the ways the gifts of the community are being used. This letter helps make this happen.
- ✓ This kind of letter is a periodic letter sent three times per year (end of March, end of June, and the end of September). (A final letter/report would be the standard letter most parishes send that covers the end of December - full year - for tax purposes.)
- ✓ Some people may lose track of what they have given so far. This letter will help them stay “on track.”
- ✓ If your parish uses PDS, our Office can help you get the data you’ll need from your database to create the letter.

## *“Annual Report of Parish Life”*

### *Purpose:*

The purpose of this report is to provide one kind of accountability in a snapshot format to our parishioners for the ways in which shared gifts in the community are used and distributed.

### *Notes:*

- ✓ The report is not a detailed financial report. It does, however, provide a snapshot of parish finances in the last year. In addition to the parish financial piece, the report should reflect a more complete picture of the life of the parish, including parish ministries.
  - ✓ The more creative and visually stimulating the report is, the better.
  - ✓ A sample of a very basic report that any parish can do appears on the page 12-13. For a more visually pleasing and advanced report, see [www.stewardshipli.org/lead.html](http://www.stewardshipli.org/lead.html) and click on Renewal Resources or call our Office for a sample packet.
  - ✓ For parishioners who desire it, there should be a very detailed, precise financial report produced by the Finance Committee, as part of the need for extensive parish accountability. That is above the scope of the kind of *Annual Report* we mean when it comes to our annual stewardship renewal.
- 

## *Letter to Accompany the “Annual Report of Parish Life”*

### *Purpose:*

This letter is a sample of that which should accompany your *Annual Report of Parish Life*.

### *Notes:*

- ✓ The letter could be an insert into your report, or could actually be part of the report (first page, or inside front cover). Over the years, parishes have done this in different ways.
- ✓ The letter should be signed by the Pastor, and if it’s desired, the parish stewardship coordinator/director.

## Reporting/Accountability

Good reporting and responsible accountability are critical to sustaining ongoing stewardship. A continued process of communication and personal contact needs to be conducted year round. This responsibility is incumbent upon all Church leadership, including the Stewardship Committee.

### 1) Communicate Results of Financial Stewardship Renewal:

- a) Publicly and personally thank all those who have returned "Take-A-Step" Commitment cards. "Thank you" is a message that cannot be said too often to the parish family.
- b) Via the pulpit and the bulletin, tell your parishioners the up-to-date results so far. Include the number of commitment cards returned, and the total commitment amount in relationship to the goals you have established. Do this as creatively as possible to make it interesting and exciting.

### 2) Ongoing Accountability to Parishioners:

- a) Reminders about, and reporting of, the progress of financial gifts should be on-going throughout the year. A special section of your bulletin is good for this purpose.
- b) A suggested option to keep the individual parishioners reminded of their commitment is to mail to each family, about 3 or 4 times yearly, a record of donations to date. (We generally refer to these as "Quarterly 'Thank You' Letters.")
- c) Let your people know of any gifts the parish has given to the poor or to charity from the regular offertory. Parishioners need to be reminded that the parish community is giving to the poor (and "taking-a-step") just as each family is asked to do.
- d) On a regular basis (*Accountability Weekend* of each Fall Financial Stewardship Renewal), report on the parish's financial and spiritual status; a brief report, including parish income and expenses, should be given to all parishioners. Include ministries and activities, with particular attention being given to new or less familiar ministries. This report is referred to as the *Annual Report of Parish Life*.
- e) Make parishioners aware that if at any time they have questions of concern about the financial situation of the parish, they may express their concern and an answer will be forthcoming.

*Good and proper accountability at any level is  
absolutely essential  
in order for stewardship to take root.*

.....  
: **Types of Accountability:** :

 : **People to God** :

 : (individual accountability) :

 : **People to Each Other/Community/Parish** :

 : (social accountability) :

 : **Church to People** :

 : (corporate/organizational accountability) :



.....  
*Our model for Financial Stewardship Renewal  
has built into it all three levels of accountability.*

## Sample Annual Report of Parish Life

*A place to start. For examples of more elaborate reports, please click on Renewal Resources  
@[www.stewardshipli.org/lead.html](http://www.stewardshipli.org/lead.html) - or give us a call for a packet of samples.*

### STEWARDSHIP AT ST. JAMES PARISH, 2010—2011

#### REVENUES

Total Regular Collections	\$1,324,980
Total Fund Raising	61,798
Total Parish Programs	251,058
Total Other Revenue	296,744
Total National/Diocesan Collections	48,408
Total Extraordinary Revenue	429,824

**Total Income:** **\$2,412,812**

#### EXPENSES

Total Salaries	\$ 491,197
Total Fringe Benefits	155,526
Total Parish Programs	195,949
Total School Subsidies	200,000
Total Printing & Office	100,671
Total Other Expenditures	220,744
Total Rectory/Household	27,427
Total Diocesan Collections	48,408
Total Buildings Utilities and Maintenance	326,706
Total Extraordinary Other Expenditures	300,000
Total Extraordinary Capital Expenditures	42,432

**Total Expenses:** **\$2,109,060**

**Surplus for Debt Reduction:** **303,752**

### CURRENT PARISH SUPPORT CONTRIBUTIONS

Envelopes are sent out to 2790 families each month. Throughout the year, approximately 821 families use envelopes. We are happy to report that the majority of envelope users give more than \$10 per week!

The giving pattern of our parish as a whole for an average weekend this year is shown in the following chart.

Number of Families	Amount Per Week
28	\$ < 1/week
87	\$ 1-5/week
120	\$ 6-10/week
280	\$ 11-20/week

Number of Families	Amount Per Week
205	\$ 21-30/week
41	\$ 31-40/week
38	\$ 41-60/week
22	\$ >61/week

We ask that you consider how an increase in your shared gifts can help you further participate in the vision of Jesus for the world as you make this year's commitment to financial stewardship in our parish (by participating in the mission of the parish) and to other charities and organizations.

## DATA ON PARISH MINISTRIES

Infant Baptisms	122	Children in Parish Catholic School	432
Adult Baptisms	5	Children in Religious Education Program	732
First Communions	140	Adults in R.C.I.A.	11
R.C.I.A. First Communions	6	People Served by Parish Outreach	742
R.C.I.A. Baptisms	164	Faith Sharing Groups	18
Young Adult Confirmations	6	Parish Ministries or Activities	38
Marriages	72	Total Daily and Sunday Masses	756
Funerals	124	Communion Hosts Distributed	86,200
Masses	890	Other Statistics	

### MINISTRY STORY (Use Creative Title & Graphic)

(example): 54 of our Parishioners (“facilitators”) are sharing their gifts, including their homes, to welcome all those participating in our parish’s faith sharing groups. This home-style, comfortable setting has helped 513 parishioners participate in these groups this past year!



### MINISTRY STORY (Use Creative Title & Graphic)

(example): At Christmas, the members of our Youth Group pooled together the creativity God has given them to create our parish creche, an outward sign of making room in our hearts for Jesus.



### MINISTRY STORY (Use Creative Title & Graphic)

(example): This year, thanks to 12 people in our parish willing to share their computing and creative talents, we have formed a Graphic Ministry to assist all other ministries and activities in the parish. This ministry designs all flyers and brochures that are needed. Mary O’Grady coordinates this ministry and can be reached at....

## Lay Witness Talks (General Information)

### *Purpose:*

Key to the renewal process are witness talks from members of the parish who have struggled to respond to God's call in their lives, accepted the challenge, and entered into the ongoing conversion process of living as Christians.

### *Notes:*

- ✓ Lay Witness talks are never requests for money or for volunteers. Those are different kinds of talks on different occasions and are inappropriate during stewardship renewals.
- ✓ Some parishes, because of the notable effectiveness of Witness Talks and the belief of parish leadership in their essential value, schedule the talks for more than one weekend during the renewal. Whatever your parish decides, make sure to include Lay Witness Talks before the in-pew Commitment process takes place (usually the second or third weekend of the renewal).
- ✓ Lay witness talks are to take place at Mass within established liturgical norms.
- ✓ Lay witness training and/or preparation is important. If you need ideas for this, call us.
- ✓ For more Lay Witness resource sheets and sample talks, visit our website:  
[www.stewardshippl.org/lead.html](http://www.stewardshippl.org/lead.html) and click on Renewal Resources.
- ✓ The following are important to note when utilizing Witness Talks in the parish for financial stewardship renewal periods:
  - ◆ Inviting Potential Speakers:
    - People who have had some level of conversion regarding Stewardship.
    - People who give effective witness to their use of financial resources.
  - ◆ Overview of Purpose and Nature of Talk:
    - Includes reference to this year's currently chosen theme.
    - To tell personal stories of how the Witness Speaker responds to Jesus' call by returning gifts to the Lord.
    - To consider a reflection on a major theme of the readings for the particular Sunday the talk will be made.
  - ◆ Follow the "Big Four" Questions:
    - "I first heard about stewardship when..."
    - "My reaction to Stewardship was..."
    - "What changed my mind was..."
    - "Stewardship has benefited my life by..."
  - ◆ Training (preferably as a Group):
    - Familiarity with principles of the U.S. Bishops' Pastoral on Stewardship.
    - Familiarity with the designated Sunday's scripture.
    - Use of Fr. Bill Hanson's "Witness Training Guide" and Video (available from our Office).
  - ◆ Reflection on:
    - Baptismal Call.
    - Stewardship as a way of life.
    - Sharing financial gifts.
  - ◆ Practice Presentations (and friendly Group Critique):
    - Preferably, in the space where the talk will be given.
    - Using the actual audio equipment that will be available.
    - Duration of talk should be no longer than five minutes.

## Lay Witness Talks (Invitations to Potential Speakers)

### *Purpose:*

This letter is used as an invitation from the Pastor to someone who is a potential lay witness speaker for this year's annual renewal.

### *Notes:*

- ✓ Some parishes use a similar letter, not as an invitation from the Pastor, but as a nomination from someone who is known well by the nominee.
- ✓ If the letter is an invitation, it should be from the Pastor. If it is a nomination, it could be from someone the person knows who has nominated him/her.
- ✓ Sometimes, a parish has difficulty securing adult witness speakers. Some have found it to be quite exciting and fresh to have young people (teenagers and young adults) give the witness talks during stewardship renewals.
- ✓ There is an accompanying sheet entitled, "So, you've been asked to present a lay witness talk at the Parish..." and another, "4 Steps to a Witness Talk" that many parishes have found helpful. They are reproduced for you on the following pages and are also available on our website at [www.stewardship.org/lead.html](http://www.stewardship.org/lead.html) and click on Renewal Resources.





Who, Me??  
I'm Just A  
Regular Person -  
I'm not THAT holy!  
I'm not THAT good!

## So, You've Been Asked to Present A Lay Witness Talk at the Parish...

It's because the Pastor recognizes something in you that is a tremendous gift - your willingness to try and live out the commitment you have to Jesus Christ and the Catholic Faith!

It's also because you are someone whose life has been a witness to what Christian stewardship and discipleship are all about!

You express a gratitude to God for the great gifts you have received, and you are willing to share your gifts with others! You have made a decision to be a **giver!**

In a word, you are someone who tries to live the faith on a daily basis in concrete ways!

## What is a Lay Witness Talk, Anyway?

It's a story of commitment...a story of conversion shared with other people that helps them relate to the message of Jesus. It's an ordinary story.

It's very much like what the early Christians did to help evangelize others.

It's a story **BY** real people living regular lives **FOR** real people living regular lives.



The Lay Witness Talks take place during one or two of the weekends during our Stewardship Renewal. Your talk would be at one of our weekend Masses at that time.

## Well...What Would You Have To Do?

First and foremost, think and pray about how God may be calling you to this task.

Then, read and reflect upon the questions on the reverse side of this sheet.

The next step would be to attend the information meeting we have scheduled for this purpose as outlined in the invitation.



## And Then...We'll Take It From There!

# 4 Steps to a Witness Talk

## 1. I first heard about stewardship when...

This recalls the background and situation of a person which leads them up to the next step of conversion.

## 2. My reaction was...

By describing a negative reaction, the listeners can relate to their own weak spots, and focus on the place where a breakthrough is needed.

## 3. What changed my mind was...

By describing the story details surrounding his or her own breakthrough, the listener can get as close as possible to feeling and being moved by the power of transformation in the speaker's life story.

## 4. It has benefited my life by...

By describing the positive results, though mysteriously arrived at, the listener gets a glimpse of life on the other side of the breakthrough. This brings hope, as well as the thrill of a change.

*Special thanks to Fr. Bill Hanson for the above outline explanation.*

### A Witness Talk is **NOT**

- \* A plea for people to give more money.
- \* A plea for people to get more involved.

### A Witness Talk **IS**

- \* A story of real life faith by real life people!
- \* An opportunity to evangelize!

## Special General Intercessions

### *Purpose:*

To foster a complete and holistic approach to stewardship renewals and to make necessary liturgical connections.

### *Notes:*

- ✓ The general intercessions we provide follow a format that may differ from that which is used in your parish. Simply adapt the content of each to your parish's own standard for general intercessions.
- ✓ Find out how, in your parish system, one goes about placing special general intercessions for each weekend liturgy (e.g. through the liturgy committee, the pastor, the rectory secretary, etc.). Then request these enough in advance to be placed for the respective weekends.
- ✓ There is one special general intercession before the four weekends of renewal and another for after the four weekends of renewal, making a total of six special intercessions.
- ✓ When appropriate, some parishes choose to include, in addition to the special renewal general intercessions, the regular general intercession for stewardship that appears in each week's fax from our Office.
- ✓ It is possible that your parish has adapted our model for financial stewardship renewal, which would make some of the verbiage in our general intercessions incorrect. Rework each intercession to reflect what is actually going on in your parish for the renewal.

## Special Bulletin Announcements

### *Purpose:*

To reinforce all that is going on in other printed materials, the liturgy, and the homilies during this Fall's stewardship renewal.

### *Notes:*

- ✓ Each of the bulletin announcements should include the stewardship logo and/or one of this year's chosen theme graphics.
- ✓ Find out how, in your parish system, one goes about placing items for the bulletin. There are time constraints that differ from parish to parish. Typically, all matters for the bulletin are due into the parish office at least one week before the scheduled bulletin insertion date.
- ✓ It is possible that your parish has adapted our model for financial stewardship renewal, which would make some of the verbiage in our special bulletin announcements incorrect. Rework each announcement to reflect what is actually going on in your parish for the renewal.
- ✓ There is one special bulletin announcement before the four weekends of renewal and another for after the four weekends of renewal, making a total of six bulletin announcements.
- ✓ These special bulletin announcements are not meant to replace the bulletin *reflections* that we send out in our weekly fax.

## Special Pulpit Announcements

### *Purpose:*

To reinforce all that is going on in other printed materials, the liturgy, and the homilies during this Fall's stewardship renewal.

### *Notes:*

- ✓ Find out how, in your parish system, one goes about placing pulpit announcements. There are time constraints that differ from parish to parish.
- ✓ It is possible that your parish has adapted our model for financial stewardship renewal, which would make some of the verbiage in our special pulpit announcements incorrect. Rework each announcement to reflect what is actually going on in your parish for the renewal.
- ✓ There is one special pulpit announcement before the four weekends of renewal and another for after the four weekends of renewal, making a total of six pulpit announcements.
- ✓ The location of pulpit announcements in weekend liturgies varies from parish to parish, with most parishes doing the pulpit announcements after the "Prayer After Communion." The announcements we provide are written with that placement in mind. You may need to change the verbiage in these pulpit announcements depending upon where your parish has placed the pulpit announcements, or other items included in the renewal, such as the completion of in-pew Commitments and Lay Witness Talks.

### *Interesting Note:*

The repetition that exists in the bulletin/pulpit announcements and, to a lesser degree, in the general intercessions is by design. "They" used to say it takes people seven times to integrate a message into their minds. Now, it is said it takes eleven or more times, because of the fast rate of information exchange in our society!



# CALENDAR and ACTION PLAN

## “The Plan”

These pages contain the recommended Calendar and Plan for this Fall’s Financial Stewardship Renewal. PLEASE READ THROUGH THE ENTIRE PLAN BEFORE YOU START THE RENEWAL PROCESS to get an overview of how each part fits.

### **SATURDAY/SUNDAY, OCTOBER 22/23**

#### ***Stewardship Awareness Weekend (Mission Sunday)***

*(Bulletin Insert 1)*

### **MONDAY, OCTOBER 24:**

#### ***First Parish Mailing***

*(Spiritual Brochure and Letter)*

### **SATURDAY/SUNDAY, OCTOBER 29/30:**

#### ***Accountability Weekend***

*(Annual Report of Parish Life, Bulletin Insert 2, possible Lay Witness Talk—in addition to Commitment Weekend)*

### **MONDAY, OCTOBER 31:**

#### ***Second Parish Mailing***

*(Letter, Commitment Card, and if possible, Annual Report of Parish Life)*

### **SATURDAY/SUNDAY, NOVEMBER 5/6:**

#### ***Commitment Weekend***

*(In Pew Commitments—Commitment Cards, Lay Witness Talk, Bulletin Insert 3)*






### **SATURDAY/SUNDAY, NOVEMBER 12/13:**

#### ***Follow-Up Weekend***

*(Bulletin Insert 4 - if available for your chosen theme, Acknowledgements, Follow-up Letters, etc.)*

*You may need to make adjustments to the Action Plan that is provided on the following pages because of variations and modifications unique to your parish.*

*However, five key pieces should remain:*

-  *Stewardship Homilies*
-  *Lay Witness Talks*
-  *Presentation of the Annual Report of Parish Life*
-  *Take-A-Step Commitment Walk-Through*
-  *Public Commitments*

## Renewal Calendar - At A Glance

DATE	DAY	DESCRIPTION
September 25	The week of	<ol style="list-style-type: none"> <li>1) Prepare format, gather data, and decide who will produce and present the <i>Annual Report of Parish Life</i> for Accountability Weekend (Oct. 29/30).</li> <li>2) Invite and select Lay Witness Speakers and schedule an information/training night for the weeks of Oct. 9 or Oct. 16. Inform speakers of the chosen date.</li> <li>3) Prepare with liturgy committee/pastor/music ministry appropriate music selections for each liturgy during the renewal weekends.</li> </ol>
September 26	Monday	<ol style="list-style-type: none"> <li>1) Decisions need to be made as to how and which of the options for parishioner materials (brochures, bulletin inserts, Commitment Forms, etc.) will be used.</li> <li>2) Make up your parishioner material printing schedule (consult with whomever is printing your materials for you).</li> </ol>
October 7	Friday	<ol style="list-style-type: none"> <li>1) Materials Order Deadline.</li> </ol>
October 9 or October 16	Sometime during these two weeks	<ol style="list-style-type: none"> <li>1) Conduct Lay Witness information/training night.</li> </ol>
October 9	The week of	<ol style="list-style-type: none"> <li>1) Place Special Bulletin Announcement for Oct. 15/16.</li> <li>2) Place Special General Intercession for Oct. 15/16.</li> <li>3) Place Special Pulpit Announcement for Oct. 15/16.</li> <li>4) Invite people who can assist with mailings, putting inserts in bulletins, arranging the pews during Accountability and Commitment Weekends, etc.</li> </ol>
October 16	The week of	<ol style="list-style-type: none"> <li>1) Verify that the materials you ordered from us are received.</li> <li>2) Verify that all other printed materials are complete/taken care of (e.g. <i>Annual Report of Parish Life</i>, bulletin inserts, spiritual brochure, "Take-A-Step," Commitment Forms, "Thank You's" etc.).</li> </ol> <p><b>Prepare for Awareness Weekend:</b></p> <ol style="list-style-type: none"> <li>1) Place Bulletin Announcement for Oct. 22/23.</li> <li>2) Place General Intercession for Oct. 22/23.</li> <li>3) Place Pulpit Announcement for Oct. 22/23.</li> <li>4) Replace or Add Stewardship Prayer in hymnals to be ready for Awareness Weekend (Oct. 22/23).</li> </ol>
October 21	Friday	<ol style="list-style-type: none"> <li>1) Stuff Bulletin Insert #1 – if necessary.</li> </ol>
October 22/23	<b>Awareness Weekend</b>	<ol style="list-style-type: none"> <li>1) Reference the fact that the Stewardship Renewal Process has begun in Homily.</li> <li>2) Pray the Stewardship Prayer.</li> </ol>

## Calendar (cont'd)

DATE	DAY	DESCRIPTION
October 23	The week of	Prepare for Accountability Weekend: 1) Place Bulletin Announcement for Oct. 29/30. 2) Place General Intercession for Oct. 29/30. 3) Place Pulpit Announcement for Oct. 29/30. 4) Finalize <i>Annual Report of Parish Life</i> . 5) People to straighten and re-supply pews with <i>Annual Report of Parish Life</i> .
October 24	Monday	First Parish Mailing including Spiritual Brochure and Letter.
October 28	Friday	1) Stuff Bulletin Insert #2 – if necessary. 2) Obtain customizable “In-Pew Walk-Through” Script template from our website at <a href="http://www.stewardshipli.org/lead.html">www.stewardshipli.org/lead.html</a> and click on Renewal Resources for use on November 5/6.
October 29/30	<b>Accountability Weekend</b>	1) Pastor presents overview/review of <i>Annual Report of Parish Life</i> . 2) Reference the Stewardship Renewal Process in Homily. 3) Pray the Stewardship Prayer. 4) Lay Witness Presentation depending upon the parish’s plan that considers liturgical placement of talks.
October 30	The week of	Prepare for Commitment Weekend: 1) Place Bulletin Announcement for Nov. 5/6. 2) Place General Intercession for Nov. 5/6. 3) Place Pulpit Announcement Nov. 5/6. 4) Review script with presenter for In-Pew Commitment Walk-Through. 5) People to straighten and re-supply pews with Commitment Forms, pencils (and envelopes, if desired).
October 31	Monday	Second Parish Mailing, including Letter, “Take-A-Step” and/or Commitment Card, and possibly Annual Report of Parish Life.
November 4	Friday	1) Stuff Bulletin Insert #3 – if necessary.
November 5/6	<b>Commitment Weekend</b>	1) Reference to the Stewardship Renewal Process – Commitment Weekend - in Homily. 2) Lay Witness Presentation depending upon the parish’s plan that considers liturgical placement of talks. 3) In-Pew Commitment Walk-Through. 4) First request for Commitment Cards via collection. 5) Pray the Stewardship Prayer.
November 6	The week of	1) Begin Data Entry of Commitment Cards. <b>Prepare for Follow-Up Weekend:</b> 1) Place Bulletin Announcement for Nov. 12/13. 2) Place General Intercession for Nov. 12/13. 3) Place Pulpit Announcement Nov. 12/13. 4) Review script with presenter for In-Pew Commitment Walk-Through. 5) People to straighten and re-supply pews with Commitment Forms, pencils (and envelopes, if desired).

## Calendar (cont'd)

DATE	DAY	DESCRIPTION
November 12/13	<b><i>Follow-Up Weekend</i></b>	<ol style="list-style-type: none"> <li>1) Reference to the Stewardship Renewal Process in Homily.</li> <li>2) Lay Witness Presentation (if desired).</li> <li>3) In-Pew Commitment Walk-Through.</li> <li>4) Second request for commitment cards via collection.</li> <li>5) Pray the Stewardship Prayer.</li> </ol>
November 13	The week of	<ol style="list-style-type: none"> <li>1) Thank-You mailing (letters or cards).</li> <li>2) Follow-up mailing.</li> <li>3) "Stay-the-Same" letters.</li> <li>4) Optional Telephone Follow-Up begins. Packet available from our Office.</li> </ol>
November 13 through January 1, 2012		Report in Bulletin the status of Financial Stewardship Commitments returned this renewal period.
March 31, 2012	Quarterly	First mailing in 2012 of quarterly letter to all parishioners thanking them for their regular Sunday offertory donations (year-to-date) and showing them how well they are doing toward their committed amount.

.....  
**Don't Forget!**  
**You Need a Plan for**  
**FINANCIAL STEWARDSHIP Follow-Up !**  
 .....

### *Spring, 2012 Time and Talent Stewardship Renewal Calendar*

Sat./Sun., May 19/20: **Stewardship Awareness Weekend**  
 Mon., May 21: First Parish Mailing  
 Sat./Sun., May 26/27: **Gifts Celebration Weekend \***  
 (Pentecost) (Memorial Day Weekend\* )  
 Tues., May 29: Second Parish Mailing  
 Sat./Sun., June 2/3: **Commitment Weekend**  
 Sat./Sun., June 9/10: **Follow-Up Weekend (Corpus Christi)**

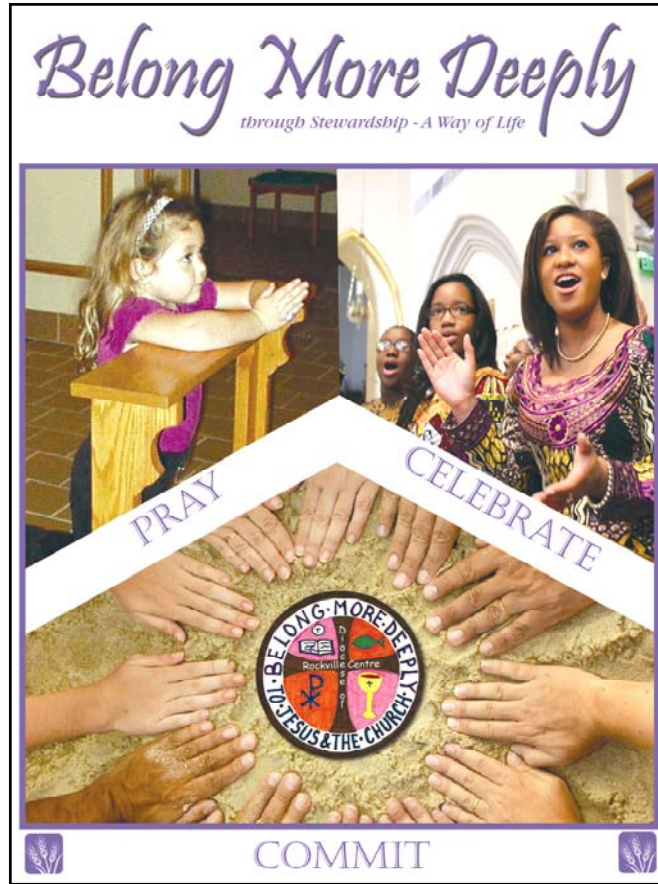
\*Depending on events in your particular parish on this weekend, you may wish to change your calendar accordingly.

# To Do List

- Choose a Theme
- Automated Giving (incorporate option)
- Order Materials
- Customize Materials
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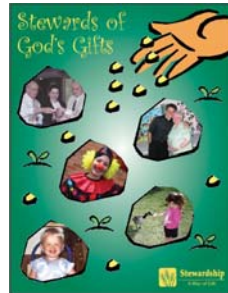
# New Theme for 2011-2012!



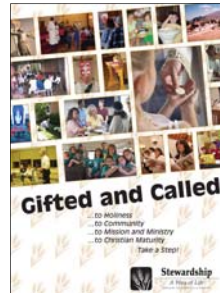
## One Family in Christ



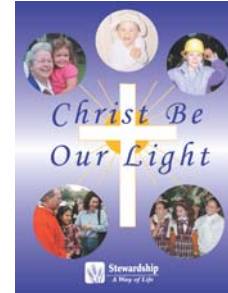
## Stewards of God's Gifts



## Gifted and Called



## Christ Be Our Light



## We are the Hands of Christ

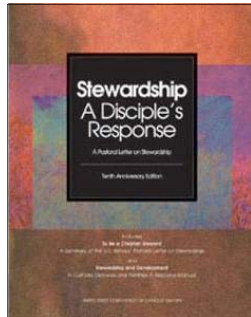


## We Walk by Faith

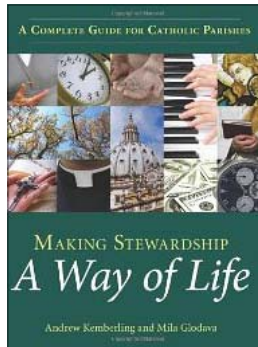
The Office of Parish Stewardship offers seven theme and materials packages for the successful implementation of your Financial and Time and Talent renewals. Each package comes with a combination of customizable material templates for brochures, bulletin inserts, letters. Other support materials and resources-that we print for you-are available in quantities you request. (order online at [www.stewardshippli.org/lead.html](http://www.stewardshippli.org/lead.html) and click on Renewal Resources).

# Resources for your parish library... free!

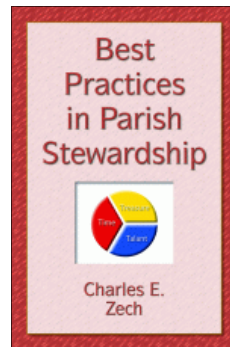
Update your parish's stewardship library by taking advantage of some great resources—all absolutely free! Here's just a sampling of what we have to offer...



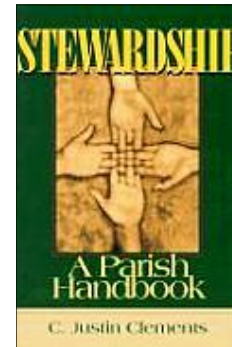
Begin by checking to see if you have the document that started it all...The USCCB Bishops' Pastoral Letter:  
*Stewardship - A Disciple's Response!*



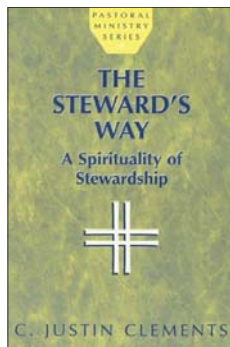
*Making Stewardship  
A Way of Life*  
by Andrew Kemberling  
& Mila Glodava



*Best Practices  
in Parish Stewardship*  
by Charles E. Zech



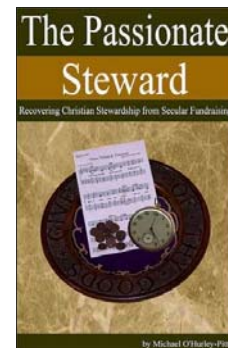
*Stewardship  
A Parish Handbook*  
by C. Justin Clements



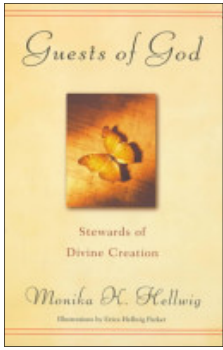
*The Steward's Way*  
by C. Justin Clements



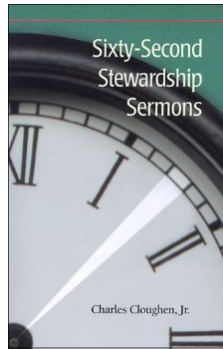
*Radical Gratitude*  
by Mary Jo Leddy



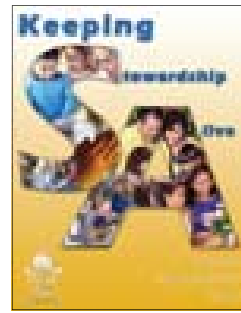
*The Passionate Steward*  
by Michael O'Hurley-Pitts



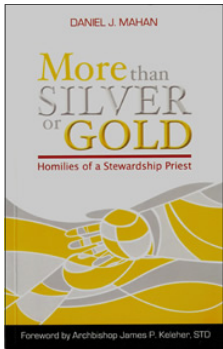
***Guests of God***  
by Monika K. Hellwig



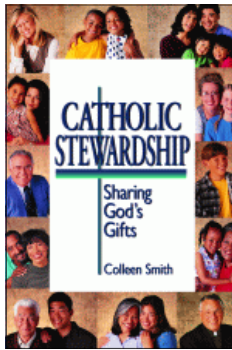
***Sixty-Second Stewardship Sermons***  
by Charles Cloughen, Jr.



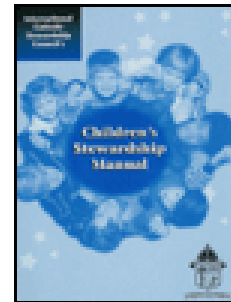
***Keeping Stewardship Alive***  
by the ICSC



***More Than Silver or Gold***  
by Daniel J. Mahan



***Catholic Stewardship: Sharing God's Gifts***  
by Colleen Smith



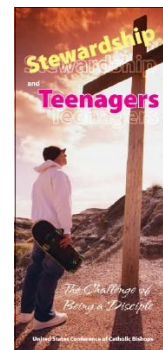
***Children's Stewardship Manual***  
by the ICSC



***To be a Christian Steward***  
Brochure by the USCCB



***What the Church Teaches about Stewardship***  
Brochure by Our Sunday Visitor



***Stewardship and Teenagers***  
Brochure by the USCCB

Order your parish's free copies by calling our office at: 516-379-4055 x3.

# RESOURCES AVAILABLE ON OUR WEBSITE

Follow this link to find these resources and more for your  
Fall, 2011 Financial Stewardship Renewal:

[www.stewardshipli.org/lead.html](http://www.stewardshipli.org/lead.html)

## Leadership Planning Tools

- \* A General Overview to beginning Stewardship in a Parish
- \* Leadership Responsibility Worksheet
- \* Task Sheet for All Year Long Stewardship Implementation
- \* Stewardship Planning Sheets (Goals, Objectives, Tasks, Persons Responsible)
- \* Financial Stewardship Statistics Report
- \* Customizing Renewal Materials using MS Publisher

## Lay Witness Talks

- \* "So, You've Been Asked to Present a Lay Witness Talk at the Parish..." (What Do I Have to Do?)
- \* Four Steps to a Witness Talk

- \* A Parish Model for Lay Witness Talks for Annual Stewardship Renewals
- \* Samples of Financial Stewardship Witness Talks from Our Parishes

## Presentation and Committee Aids

- \* Sample Annual Reports
- \* Beginning a Stewardship Committee
- \* Effective Stewardship Committees
- \* The Language of Stewardship—The Language of Discipleship (Talk the Talk)
- \* Suggestions for Children's Stewardship (Walk the Talk)
- \* Practical Suggestions for Effective Stewardship Renewals
- \* Developing a Parish Plan for Automated Giving

