

Practical Suggestions for Effective Stewardship Renewals

The Vision and Mission is Central and Paramount:

1. Have a clear mission statement.
 - What is this parish about?
 - What are we working towards?
 - What should I focus on as a member?
 - How can I help carry out the mission?
2. Communicate, communicate, communicate!
 - Bulletin
 - Announcements
 - Intercessions
 - Homilies
 - Parish Newsletter/Paper
 - Ministry Directory
 - Web site
 - E-mail signature
 - Letters/Letterhead
 - Memo format
 - Phone calls
 - Flyers
 - Bulletin Boards
 - Schools
 - Displays
 - Meetings/Presentations
 - Graphics/Logos
 - Give-Aways
 - Advertisements in local papers
3. Through good communication, everything else falls into place.

Consistency is essential:

- Have annual renewals using all components (lay witness talks, written commitments, homilies, supporting materials, mailings, annual reports of parish life, gifts celebrations, etc.).
- Consistent message throughout the year.
- Use stewardship/gifts language in all communications.

Conversion cannot be forced:

- Be patient.
- Continue communicating and inviting.
- All in God's time.

Resistance is normal:

- Stay the Course.
- Expect resistance.
- Have a well-thought out plan.

Accountability is crucial:

- Let people know what's going on, be honest and informative.
- Annual Report of Parish Life is key:
 - Reports Finances, Spiritual data, and Ministry stories.

Effective communication is vital:

- Use stewardship/gifts language in all communications.
- Use multiple media.

A plan for pastoral response is necessary:

- Decide and train who will be ready and available to take requests/complaints.
- Play through various scenarios/objections, and potential responses.
- Communicate the response plan to everyone on staff so it is known.

Thank people regularly:

- Thank you notes/letters/cards/phone calls.
- In all means of communications.