

March 2018



A Christian Steward is:
One who receives
God's gifts gratefully,
cherishes and tends them
in a responsible and
accountable manner,
shares them in justice
and love with others,
and returns them with
increase to the Lord.

WISDOM

from ICSC strategic partners

This month's contributions come from the following ICSC Strategic Partners:



DIOCESAN



Our Sunday Visitor

Each month ICSC sends you practical information, whitepapers, and tips, as well as other insightful information from our Strategic Partners to assist you with your responsibility as stewards of the Church. We are very grateful to our Strategic Partners for their partnership and commitment to ICSC, and their professional wisdom is a wonderful gift to ICSC members.

In this edition ICSC provides for you:

- * an overview of Catholic giving offered by **CCS**.
- * three ways to improve Catholic communications from **Diocesan**.
- * information to maximize fundraising analytics to secure leadership gifts provided by **Guidance In Giving**.
- * the importance of welcoming and inclusive communication courtesy of **Our Sunday Visitor**.

For additional information and resources from our strategic partners visit the ICSC website at:

<http://catholicstewardship.com/our-partners/strategic-partners/>

ICSC promotes and supports Catholic teaching on stewardship by providing education and resources for dioceses, parishes, and institutions of the Roman Catholic Church.

CATHOLIC GIVING LANDSCAPE

A **SNAPSHOT** of the Catholic Population¹

74.3 million

Self-identified Catholics in the U.S.

68.5 million

Catholics belong to 17,156 parishes

16.9 million

Foreign-born Catholics



WHY Do Catholics Give?



Impact of Gift



Religious/
Moral
Obligation



Giving
Back to the
Community

MOST COMMONLY SUPPORTED PARISH CAMPAIGN ELEMENTS²



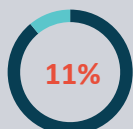
Renovations



New Building
Construction



Deferred
Maintenance



Endowment



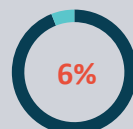
HVAC



Historical
Preservation



Debt
Reduction



Other

THE **IMPACT** of Catholic Giving



8.371 million

Persons helped by Catholic Charities



1.88 million

Students educated in Catholic schools



90.6 million

Patients cared for in Catholic hospitals

RELIGIOUS Giving³

\$122.9 billion

Religious giving received the largest share of dollars in the U.S.— 32%

74%

Nearly three quarters of religious organizations reported an increase in charitable contributions

\$8.5 billion

Total U.S. parish offertory has increased 23% from 2000¹

Reasons for **OPTIMISM**

- † **Catholicism** has one of the higher retention rates among other religions in the U.S.¹
- † **Giving online** to religion increased 8.9% in 2016.⁴
- † More than any other nonprofit sector, religious institutions dominate the charitable landscape in the U.S. in terms of **volunteering**.⁵
- † Currently, 70% of U.S. Catholics express a favorable view of **Pope Francis**.⁶
- † Despite the decrease in men and women self-identifying as Catholic, the number of Catholics in the U.S. has grown in the past 50 years. **Hispanics** account for 71% of the growth of the Catholic population since 1960.⁷

1 Center for Applied Research in the Apostolate, 2017

2 CCS Analytics, 2017

3 Giving to Religion | Giving USA, 2017

4 Blackbaud, 2017

5 Giving USA, 2017

6 Pew Research Center, 2017

7 America the Jesuit Review, 2017



We are proud to be a part of the growing spiritual and philanthropic landscape of the Catholic Church.



Three Ways to improve Catholic Communications

It seems to me that Catholic communication is quite different from other communications, in the sense that the “product” of Catholic Communication is a person, namely Jesus Christ. We hear in the Gospel of John that the Word was made flesh. This should be our model for all Catholic communications. We have the Word (a channel of communication, the bible) that literally becomes flesh out of love. Jesus wants to be more than words on a page, but someone we can enter into relationship with.

This fact should excite us about our communications. Instead of seeing the messages we send out as mundane tasks that very few people read, we can see them as drawing people into a moment of grace with God. Below are three simple steps you can take right now to help elevate your already great communications to a level that includes the Divine.

PRAY, PRAY, PRAY

I know, you hear it all the time, but if you pray before you start working on any piece for your communication channels then it will help you to realize the main mission behind the work you do. If our communication channels should draw people to Christ, then we should be starting with Him before we send our messages out.

MAKE IT BEAUTIFUL

Pope Benedict was once asked how do we change the world? His very simple answer was that we need beauty and we need Saints. If our communications are truly going to bring people into a relationship with God then they should be beautiful. Whether it’s the front cover of your bulletin or a message you send through Facebook, beauty is an effective way to draw people into a life of faith. I challenge you this week to find one thing in your communications that you can make more beautiful. It may just be the difference between a moment of transcendence and the bottom of a trash can.

WHAT WOULD JESUS DO?

When Jesus spoke to the crowds he knew the community and their different needs. For example, if your parish is mostly a snowbird parish then be sure to do outreach to that crowd specifically. This helps us all to unite as members of the Body of Christ.

Working Together for Extraordinary Results!



GUIDANCE IN GIVING, INC.
Stewardship, Development & Campaign Consultants

FUNDRAISING IS NOT JUST ABOUT RAISING MONEY, IT IS ABOUT BEING STEWARDS OF THE FAITH.

BEYOND ANALYTICS

Maximizing Fundraising Analytics to Secure a Leadership Gift for your Campaign

Fundraising Analytics, Big Data, Data Mining and Donor Intelligence are all currently buzz words in the fundraising industry. Some believe these are a magic item that will make leadership gift efforts easy and formulaic. In fact, these tools are just a piece of the overall effort. This information has the potential to be a resource for your parish or diocese, allowing it to learn more about the giving potential and giving patterns of your parishioners, as well as analyzing behavior. This information can be extremely helpful if it is used as one of many tools in your development effort. Having the information about your potential donor is one factor, but the ability to take this information to the next level and turn it into a gift to your organization is another.

In order to truly tap into the information you have ascertained through modern day analytics, you need to turn the information into actionable knowledge by pairing it with the principles of fundraising.

Successful fundraising is still built on the following principles:

Access to and/or Relationship with the Donor

Who in your parish or diocese knows this potential donor? Does the bishop or pastor have a relationship with them? Have they been involved with parish or diocesan organizations, boards, campaigns, etc.? Does the development director know this donor and have they established a relationship with them? How well do you know them? If none of the leadership members of your parish or diocese has a relationship to this potential donor, who in your organization does? How can you get them involved in building this new relationship for your organization? Building relationships with your donors is still, and will always be, the most important element in successful development. People give to people.

Relevance/Inclination to Give

Why would this potential donor want to donate to your project or campaign? Is this a project close to their heart? Have they been involved in the development of the plans? Will they directly benefit from a successful fundraising effort? Are there memorials involved that they would be interested in supporting?

Capacity to Give at a High Level

Donors may have the ability to consider a leadership gift to your campaign or development effort based on your fundraising analytics. However, have they given to your organization in the past at a high level or to other organizations? Did they get involved as a volunteer to help cultivate and/or solicit additional gifts? Are they regular contributors to your diocese or parish? While they may have the capacity to consider a gift, it is crucial that they have the inclination and opportunity to give.

Fundraising analytics are a great tool in modern day stewardship and development efforts. However, they don't create a shortcut to the gift. The organization still needs to follow all of the fundamental practices of cultivation and ultimately matching the campaign need with the donor's need to give. By relying solely on analytics, the giving potential will more than likely remain just that, "potential".

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INSIDE CATHOLIC BASEBALL

Katie Herzing, Parish Coach, Our Sunday Visitor

Are you speaking "Inside Catholic Baseball" in your Parish Communications?

Spring Training is coming up so I've been thinking about baseball. As a kid I loved going to Pirate games at the old Three Rivers Stadium with my family. It was time I was able to spend with my older brother. I spent the entire game asking questions. What's RBI stand for? Why is their average .101? What happens when the ball goes over that white line? Why do we only stretch during the 7th inning? I learned a lot. There is a special language to baseball.

Have you ever been the new person to a group of people? They tell a story or share a joke that cracks them up while you stand beside them having no idea what's going on. One person started telling a story and the other person began laughing before the story was even over and you were all alone on the outside. Oh, the plight of the "inside joke"! It makes those who don't know what's happening feel like an outsider. There is a special language to friends.

As Catholics we have a special language too. If you look at your parish bulletin, you'll see it all throughout, I'm sure. We use words that people who aren't "all-in" have no idea what they mean.

For instance, if someone comes into the office and says, "I'd like to learn more about becoming Catholic." They are most often greeted with, "You should join RCIA." The seeker looks at you with a face that says, "I have no idea what you just said."

Matthew Kelly started using the phrase "Best Version of Yourself" years ago in all of his writing and workshops for the term "Universal Call to Holiness." Why? Because he found when he said "Universal Call to Holiness" people's eyes glazed over since they had no idea what that was or that it applied to their lives. However, when he said "Best Version of Yourself" and called people to spend time in silence, go to confession more often than they wash their cars, and attend Mass every week, they started doing those things and it transformed their lives.

We need to teach people what these "Inside Catholic Baseball" terms mean so they can begin being transformed by their beauty, but as stewards we need to make sure our communication is in line with our value of Hospitality. We have to explain them though and not assume that everyone knows what they mean or that they will 'someday catch on' if we use it enough.

What words are "Inside Catholic Baseball"? Beautiful words, with rich with meaning like: Consubstantial, RCIA, Transubstantiation, Stewardship, Penitential, Almsgiving, Kerygma, Mystagogy, even Diocese and Bishop.

This spring, re-vamp your communication to be in line with your strong value of Hospitality so those on the 'outside' at your parish have an opportunity to walk to the deep end through the shallow water!