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# STEWARDSHIP

## Offertory Program



A program offered by the  
Diocese of Madison

The Stewardship Offertory Program is designed to assist a parish wanting to increase its weekly offertory and enhance its year-round stewardship efforts by proposing an array of a la carte options so that you can pick and choose the techniques that will be most beneficial to you and your parish. If you know your parishioners historically respond better in certain ways and not in others, you may want to concentrate your efforts more in one area and not another. Of course, this program is designed in a way that if you utilize all the techniques, as outlined below, you should be able to make a more personalized ask to a majority of you parishioners, which in turn should lead to greater weekly offertory numbers and involvement at the parish throughout the year.

In the pages that follow is an in depth look at the steps to take to increase your offertory, engage more parishioners in their lives as stewards, samples and templates that can be utilized throughout the program, and a calendar to help your parish stay on track. The Diocese of Madison office of Stewardship and Development hopes to be a partner with you during this program and will work with you to ensure the program runs smoothly and effectively.

### **Offertory/Stewardship Program Outline**

1. Begin with Prayer
2. Personal Visits
  - a. Consider making personal visits to top 15% of givers to your parish
3. Direct Mail Appeal
  - a. Send to all remaining households
4. In-Pew Appeal
  - a. Capture new parishioners, anyone who didn't respond to direct mail
  - b. Lay witness talks
5. Social media/Email awareness
6. Events
  - a. Event ideas
  - b. Event details
7. Hospitality
  - a. Suggestions/Ideas
8. Advent/Lenten Challenges
9. Video

**The Diocese of Madison will provide some samples/templates for materials to use with this program, details and where they are located is provided below:**

1. Sample Prayers
  - a. Options included in this packet – website\*\*
2. Personal Visit
  - a. Ask Letter – website\*\*
  - b. Customizable pledge card – website\*\*
  - c. Prayer card – Canva\*
  - d. Sample online giving form – website\*\*
3. Direct Mail
  - a. Segmented Letters – website\*\*
  - b. Customizable pledge card – website\*\*
  - c. Prayer card – Canva\*
  - d. Sample online giving form – website\*\*
4. In-Pew Appeal
  - a. Pledge card – Canva\*
  - b. Sample lay witness talk – website\*\*
  - c. Prayer card – Canva\*
5. Social Media/Email
  - a. Facebook posts – Canva\*
  - b. Email Wording – website\*\*
6. Events
  - a. Invite template – Canva\*
7. Hospitality
  - a. Suggestions/Ideas included in this packet
8. Advent/Lenten Challenge
  - a. Templates in Canva\*
9. Additional Info
  - a. Offertory Program Calendar – website\*\*
  - b. Bulletin Announcements – website\*\*
  - c. Thank you letter template – website\*\*
  - d. Reminder post card with new giving amount – website\*\*

\*Canva is a free online design program. If you are interested in utilizing already created materials that can be customized to your parish, notify the office of Stewardship and Development. We will create an account for your parish in Canva and you can customize these materials.

\*\*you can access any website materials by visiting [www.madisondiocese.org/Offertory](http://www.madisondiocese.org/Offertory) feel free to download and customize to your parish.

## **Parish Responsibilities**

The parish priest should take the lead in ensuring a successful Stewardship Offertory Program. The following steps are the responsibility of the parish:

Determine a lead parish staff/volunteer person to head up the offertory program to:

- a. Schedule a training with the staff/volunteers lead by the Diocese of Madison
- b. Coordinate all communication on the program
- c. Arrange volunteers to assist with running the program
- d. Assign parishioner lists for personal visits
- e. Create materials used to educate and communicate with parishioners
- f. Work with the diocesan office of Stewardship and Development throughout the program
- g. Train a parish staff member or volunteer to assist in entering pledge/commitment cards
- h. Ensure enough staff/volunteers are in place to timely acknowledge parishioner gifts
- i. Create a calendar to incorporate your offertory/stewardship activities. Ideally, work backwards from when you want to be finished.
- j. If a percentage of your parishioners are Hispanic, consider how you will implement all of this program for their community. Involve someone from the Hispanic community into your planning and modify this program to meet their needs.

The parish should put forth their best effort to ensure a successful offertory program. The more effort put forth, the better the results.

This program is designed to be customized to the parish. You can pick and choose what you would like to implement, including the overall process and materials. If you do not want to make personal visits with parishioners, you don't have to, you will then begin with either the direct mail or in-pew process. The more you do, the more engagement with parishioners you will have.

## **1. Begin with Prayer**

As with everything we do, we should always begin all meetings, meals, events, and visits with prayer. It centers us to what is truly important in our everyday lives. Keeping Jesus Christ in our thoughts and actions keeps all of us focused on Him and not ourselves.

The following prayers can be used in all your stewardship offertory efforts, or you can choose your own. We suggest you provide a prayer to all of your parishioners. You can print it, laminate it, or just include it in your materials. Encourage your parishioners to pray the prayer at least once per day in support of your parish.

### **Stewardship Prayer Option 1**

Gracious and loving God, You call us to be stewards of Your abundance, the caretakers of all you have entrusted to us. Help us to always use Your gifts wisely and teach us to share them generously. Send the Holy Spirit to work through us, bringing Your message to those we serve.

### **Stewardship Prayer Option 2**

Almighty and ever-faithful Lord,  
gratefully acknowledging Your mercy  
and humbly admitting our need,  
we pledge our trust in You and each other.

Filled with desire,  
we respond to Your call for discipleship  
by shaping our lives in imitation of Christ.  
We profess that the call requires us  
to be stewards of Your gifts.  
As stewards, we receive Your gifts gratefully,  
cherish and tend them in a responsible manner,  
share them in practice and love with others,  
and return them with increase to the Lord.

We pledge to our ongoing formation as stewards  
and our responsibility to call others to that same endeavor.  
Almighty and ever-faithful God,  
it is our fervent hope and prayer  
that You who have begun this good work in us  
will bring it to fulfillment in Jesus Christ,  
our Lord. Amen

**More options available on the website.**

## 2. Personal Visits

The Sunday collection is a vital part of the operations of the parish. This is how the parish keeps their lights on, heat or cools the parish, pays its staff, and performs the many ministries. The opportunity to invite parishioners to participate in the Sunday collection and review their giving on an annual basis is vital to the health of the parish.

The role a parish plays in the parishioner's life can't be stressed enough. The parish and parish priest have most likely been there for all the Sacraments in the parishioner's life. The Church has been there from conception to natural death and everything in-between. All of this isn't possible without a parish and priest to perform the Sacraments and ministries.

It is important to remember that people want to be asked, they don't always give just to give. A personal visit gives the opportunity to highlight the significance and importance of the parish in the parishioners lives. People want to be part of a loving and caring community who all are involved in the support of their Church. They want to know others support the Church as well.

The personal visits are the first step in renewing the Sunday collection. These one-on-one visits should provide the parishioners with the information they need to discern their giving and prayerfully make a decision. A parishioner should not be forced to make a decision on the spot, they should take the opportunity to pray about their support.

The parish should first determine how many personal visits, approximately 15% of top givers, can be accomplished and find volunteers to assist in making those visits. A timeline will need to be set for when the visits should be accomplished and volunteers should check in with a designated staff person to communicate how the visits are progressing. Finally, if there are any questions that come up during the meeting, volunteers should communicate any follow up.

The following are steps to help make a successful personal visit:

1. Review your own Sunday collection amount and increase your gift if possible.
2. Obtain a list of parishioners to meet with from the parish staff.
3. Call to set up a meeting, when calling, make sure to announce yourself as a parishioner from \_\_\_\_\_ Church. Tell them you have been asked to assist Fr. \_\_\_\_\_ in meeting with parishioners to communicate the state of \_\_\_\_\_ parish and the impact they can have in the future of the parish.
4. Set up a time and place to meet.
5. Ensure you have materials to present to the parishioners. Included in the packet should be a letter and pledge/commitment card with a return envelope, a prayer card, or any other token of appreciation the parish feels is appropriate.
6. When meeting with a fellow parishioner, first and foremost, thank them for their support of the parish. Share all the good work being accomplished by the parish and what the future will bring. You are there to present the parishioner with the information they will need to pray about their donation. Do not push them to make a decision on the spot. Ask them to pray about it.
7. Make sure to leave the folder behind and offer to stop back in a week, or set up a date to pick up their envelope with the pledge/commitment card enclosed. If the parishioner prefers, they can mail it or drop it at the parish office.

8. After your visit, send a personal thank you card showing your appreciation for their time in meeting with you.

### **SAMPLE FACE-TO-FACE ASK LETTER**

Date

Name

Address

City, State, Zip

Dear (Parishioner Name),

Thank you for taking the time to meet with (Volunteer(s) Name) and learn more about the current financial state of (Parish Name) as well as the new ministries and initiatives we hope to put into place through our Stewardship Offertory Program. Your leadership in our parish has helped to make it what it is today and for that, I am truly grateful.

Currently, we are in the process of having all of our parishioners take a look at their weekly giving. I count you among one of (Parish Name)'s strongest supporters. Your past generosity is a testament to your faith and commitment to our parish community – thank you for all you have done to help our parish get to where it is today. As we ask parishioners to evaluate their giving, I would like to share a few of the new initiatives that we would like to implement with your gift. **(Use this space to highlight initiatives or ministries).**

Today, I invite you to continue to invest in our parish community. I ask that you prayerfully consider a weekly gift of (\$\$) to our parish offertory. With your gift, we can continue to build on the ministries that make our parish so great. Please take some time to prayerfully consider my request and return the enclosed commitment card.

Thank you for all you do for our parish. I am grateful for your prayerful consideration of my request. If you have any questions or need to discuss any of this further, please don't hesitate to call the parish office.

Sincerely yours in Christ,

Pastor Signature

## SAMPLE PRAYER CARD

### **Almighty and ever-faithful Lord,**

Gratefully acknowledging Your mercy  
and humbly admitting our need,  
we pledge our trust in You and each other.

Filled with desire,  
we respond to Your call for discipleship  
by shaping our lives in imitation of Christ.  
We profess that the call requires us  
to be stewards of Your gifts.  
As stewards, we receive Your gifts gratefully,  
cherish and tend them in a responsible  
manner,  
share them in practice and love with others,  
and return them with increase to the Lord.

We pledge to our ongoing formation as  
stewards  
and our responsibility to call others to that  
same endeavor.

Almighty and ever-faithful God,  
it is our fervent hope and prayer  
that You who have begun this good work in us  
will bring it to fulfillment in Jesus Christ,  
our Lord.

**Amen**

Add your Parish Logo or or Offertory theme  
here

Address

Phone

Email/Website

**SAMPLE CUSTOMIZABLE PLEDGE CARD**

<p><b>PARISH NAME</b></p> <p><b>Please make check payable to: PARISH NAME</b></p> <p>ADDRESS  PHONE  EMAIL</p> <p>DONATE ONLINE: <b>WEBSITE</b></p> <p>&lt;Constituent ID-internal code&gt;</p> <p>&lt;Name line&gt;</p> <p>&lt;Address1&gt;</p> <p>&lt;Address2&gt;</p> <p>&lt;City&gt;&lt;State&gt;&lt;Zip&gt;</p> <p>PARISH TO RECEIVE CREDIT: Saint Mary of the Immaculate Conception Parish, Portage</p> <p>Card Number _____</p> <p>Exp Date _____ CVV code _____</p> <p>Name on card _____</p> <p><input type="checkbox"/> EFT (include voided check)</p> <p><input type="checkbox"/> Contact me about including PARISH NAME in my will</p>	<p><b>RECURRING GIFT</b> \$ _____ /mo.</p> <p><i>To set up a recurring gift via credit card or EFT, fill out the monthly dollar amount above and ALSO the information to the left</i></p> <hr/> <p><b>Please select gift amount:</b></p> <table><tr><td><input type="checkbox"/> \$200</td><td><input type="checkbox"/> \$50</td></tr><tr><td><input type="checkbox"/> \$150</td><td><input type="checkbox"/> \$35</td></tr><tr><td><input type="checkbox"/> \$100</td><td><input type="checkbox"/> \$25</td></tr><tr><td></td><td><input type="checkbox"/> Other \$ _____</td></tr></table> <p><b>Please select payment interval:</b></p> <p><input type="checkbox"/> Weekly   <input type="checkbox"/> Monthly   <input type="checkbox"/> Annually   <input type="checkbox"/></p> <p><b>TOTAL GIFT</b> _____</p>	<input type="checkbox"/> \$200	<input type="checkbox"/> \$50	<input type="checkbox"/> \$150	<input type="checkbox"/> \$35	<input type="checkbox"/> \$100	<input type="checkbox"/> \$25		<input type="checkbox"/> Other \$ _____
<input type="checkbox"/> \$200	<input type="checkbox"/> \$50								
<input type="checkbox"/> \$150	<input type="checkbox"/> \$35								
<input type="checkbox"/> \$100	<input type="checkbox"/> \$25								
	<input type="checkbox"/> Other \$ _____								

**Consider using this space in the following ways:**

- Highlight ways to give**
- Consider adding your stewardship prayer**
- Highlight ministries this will support**
- Talk about Planned Giving**
- Any other additional info you think should be highlighted**

**SAMPLE ONLINE GIVING FORM**

<h1>ENROLLMENT FORM</h1>	
 <p style="font-size: small; text-align: center;">inspiring secure giving™</p>	<p style="text-align: center;">Our Lady Queen of Peace 401 S. Owen Dr. Madison, WI 53711</p> <div style="text-align: right; border: 1px solid black; padding: 2px; width: fit-content; margin: 0 auto;">             To enroll online, use code below or scan here:  </div> <p style="text-align: center; border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">WI644</p>

Faith Direct · Attention: Enrollment · 601 S. Washington St. · Alexandria, VA 22314 · 1-866-507-8757 (toll free) · www.faithdirect.net

**Process my gifts on the:**    **4th** *or*    **15th** *of the month*   *(please check only one box)*

*(Note: If you choose weekly, the total amount will be determined by the number of Sundays in the month. Some months have 5 Sundays.)*

**Please circle Weekly or Monthly:**  
**Offertory Gift: \$** \_\_\_\_\_

You may also choose to give to the following special collections.  
 The amount indicated will be debited in the month listed as part of the regular monthly transaction.

COLLECTION	AMOUNT	MONTH	COLLECTION	AMOUNT	MONTH
<input type="checkbox"/> Catholic Multicultural Center	\$ _____	Monthly	<input type="checkbox"/> Ascension	\$ _____	May
<input type="checkbox"/> Maintenance Fund (Day-to-Day)	\$ _____	Monthly	<input type="checkbox"/> Assumption	\$ _____	August
<input type="checkbox"/> Maintaining Our Vision (Long Term)	\$ _____	Monthly	<input type="checkbox"/> Respect Life	\$ _____	October
<input type="checkbox"/> Universal Church Support	\$ _____	Monthly	<input type="checkbox"/> International Combined Collection:	\$ _____	October
<input type="checkbox"/> School Endowment	\$ _____	Monthly	<i>(Catholic Relief Services, Church in Central &amp; Eastern Europe, Church in Latin America, Peter's Pence, World Mission Support)</i>		
<input type="checkbox"/> Mary, Mother of God	\$ _____	January	<input type="checkbox"/> Our Sister Parish	\$ _____	October
<input type="checkbox"/> Catholic Herald - \$25.00	\$ _____	January	<input type="checkbox"/> All Saints	\$ _____	November
<input type="checkbox"/> Our Sister Parish	\$ _____	February	<input type="checkbox"/> Catholic Multicultural Center	\$ _____	November
<input type="checkbox"/> Easter Flowers	\$ _____	March	<input type="checkbox"/> Christmas Flowers	\$ _____	December
<input type="checkbox"/> Catholic Multicultural Center	\$ _____	March	<input type="checkbox"/> Immaculate Conception	\$ _____	December
<input type="checkbox"/> Holy Land (Good Friday)	\$ _____	March	<input type="checkbox"/> Bless Our Priests	\$ _____	December
<input type="checkbox"/> Easter Sunday (Additional Sunday gift)	\$ _____	April	<input type="checkbox"/> Christmas	\$ _____	December
<input type="checkbox"/> National Combined Collection:	\$ _____	May			

*(Black & Asian Missions, Catholic Promotion of Authentic Human Development, Catholic Communicators Campaign, Catholic Home Missions, Catholic University of America, Recreance Fund for Religion)*

I would like to enroll in the Faith Direct program. I understand that my total monthly contribution amount will be transferred directly from my bank account or credit/debit card as stated above, a record of my gifts will appear on my bank or card statement, and my transfers will begin next month. I understand that I can increase, decrease or suspend my giving by contacting Faith Direct toll free at 1-866-507-8757. *[All gifts provided to your Church originating as Automated Clearing House transactions comply with U.S. law.]*

Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

Name(s): (please print) \_\_\_\_\_  
 Street Address: \_\_\_\_\_  
 City/State/Zip Code: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Church Envelope #: \_\_\_\_\_

Name as I/we would like it to appear on Offertory Cards: \_\_\_\_\_  
 I do not wish to receive Offertory Cards to place in the collection basket as a sign of my electronic giving.

*If you choose to enroll by mail, you can contact Faith Direct at 1-866-507-8757 (toll-free) to set up online access to your account.*

**For Bank Account Debit:** Please return this completed form and a voided check to Faith Direct Enrollment.

**For Credit/Debit Card:** Please complete the following...    VISA    MasterCard    American Express    Discover  
 Credit/Debit Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

If you have any questions about the Faith Direct program, please contact us at 1-866-507-8757 (toll free) or info@faithdirect.net.

### 3. Direct Mail Process

The direct mail materials should be sent to any parishioners who did not receive a personal visit. The communication materials for this process must be more succinct and communicate why the parishioner is receiving the mailing and what you are requesting from them.

Some of the people receiving the mailing are not regular Mass goers, so the need to segment parishioners for this mailing is very important. Do not assume everyone is in the same situation both spiritually and financially.

Segmentation of your current parishioner giving is part of a successful offertory program. The office of Stewardship and Development is happy to work with you in reviewing your current parishioner offertory giving. They will assist in making recommendations on how to segment your parishioner list as well as how much to request on the parishioner pledge/commitment card. For non-givers to your parish, consider requesting a small amount for instance, 1% or 2% of their bi-weekly salary.

This mailing should be sent to all active households in your database who have not already made a commitment to the parish for the upcoming year. You want to make sure you are inviting everyone to participate in supporting the parish. The timing of your direct mail should allow for anyone wishing to send in their pledge/commitment card to do so prior to conducting the in-pew process. Usually, this mailing would take place approximately 3 weeks prior to the in-pew process.

The mail package should include:

- Personalized letter – can be separate or part of the brochure
- Brochure highlighting ministries the parish financially supports
- Pledge/Commitment Card with personalized ask amount
- Online giving form
- Return envelope
- Prayer card or other keepsake item

If you have an existing recurring gift platform that your parishioners are donating through, don't forget about those people in your offertory program. When mailing to those individuals, create a personalized commitment card. Instead of giving them dollar amounts to increase to, give them percentage options.

Here is an example:

- Current giving is \$100.00/month
- 5% increase or \$105.00/month
- 10% increase or \$110.00/month
- 15% increase or \$115.00/month
- 20% increase or \$120.00/month
- Other \_\_\_\_\_
- No Change to monthly giving

These parishioners should receive everything mentioned above, instead of the pledge/commitment card, include a commitment card as identified above.

**SAMPLE SEGMENTED LETTER**

Date

(Name)  
(Address)  
(CSZ)

Dear (Parishioner Name),

Take a minute to think about all the important moments in your life that have taken place in your parish. From baptism and marriages, to saying goodbye to loved ones, (Parish Name) has been a backdrop for so many significant milestones in your life. As you contemplate those moments, it also gives me an opportunity to ask all of our parishioners to take a look at how they support (Parish Name) financially in a very intentional way. (Parish Name) will be kicking off our parish Stewardship Offertory Program over the next few weeks with the goal of encouraging intentional, sustained giving from our entire community in gratitude for God’s blessings to our parish family.

There are so many areas in which our parish thrives and I am proud that we have been able to accomplish so much, but my hope in launching this stewardship offertory program is to move our parish away from just simply paying the bills and keeping the lights on to being able to invest in the spiritual health of (Parish Name), as well. A few ministries and programs that I would like to be able to implement or expand upon are,...**Use this space to make a wish list of areas that you would like to implement if you had additional money or that parishioners have asked about in the past.** Please know, as I make this request that our parish leadership has looked at our budgets to ensure that we are using what is so generously given to us wisely. At this point though, the only way we can expand our ministries to meet the needs of our parish family is to increase our offertory.

Our records show that your family contributed \$\_\_\_\_ to (Parish Name) last year, and I am so grateful for your generosity. I am asking for you to take some time to prayerfully consider increasing that amount for this year. I invite you to fill out the enclosed pledge card with the amount that you are able to give, consider giving a weekly or monthly gift if you are more comfortable with that. Once completed, please return this card to the parish office so that we are able to plan for the year ahead. As always, if you prefer to set up an automatic gift online, you can do so by completing the enclosed online giving form or by visiting (website).

I want to thank you for your support and for being part of the (Parish Name) community, a community which I am blessed to serve. May God continue to bless you and your family.

Sincerely yours in Christ,

Pastor Signature

## SAMPLE PRAYER CARD

### **Almighty and ever-faithful Lord,**

Gratefully acknowledging Your mercy  
and humbly admitting our need,  
we pledge our trust in You and each other.

Filled with desire,  
we respond to Your call for discipleship  
by shaping our lives in imitation of Christ.  
We profess that the call requires us  
to be stewards of Your gifts.  
As stewards, we receive Your gifts gratefully,  
cherish and tend them in a responsible  
manner,  
share them in practice and love with others,  
and return them with increase to the Lord.

We pledge to our ongoing formation as  
stewards  
and our responsibility to call others to that  
same endeavor.  
Almighty and ever-faithful God,  
it is our fervent hope and prayer  
that You who have begun this good work in us  
will bring it to fulfillment in Jesus Christ,  
our Lord.

**Amen**

Add your Parish Logo or or Offertory theme  
here

Address

Phone

Email/Website



## SAMPLE BROCHURE



Add images from your parish and add your parish prayer on this panel

### HOW TO MAKE YOUR COMMITMENT

Fill out and return the enclosed commitment card

Make your gift online by visiting (Parish Website)

### CONTACT US

✉ 404 E Main St. Madison, WI 53703

☎ 608-257-5000

✉ Email@cathedralparish.org

🌐 madisoncathedral.org



### Increased Offertory Program

As each has received a gift, use it to serve one another, as good stewards of God's varied grace

**Genesis 1:28**

**MY FELLOW PARISHIONERS,**

During this time, I am asking that all of us, individually, and as a parish community consider the gifts that God has given to us, then take some time to reflect upon the amount you return in gratitude for those gifts. In hopes of continuing to meet the spiritual needs of our parish while also expanding the important ministries and programs that are so important to keeping us a vibrant parish community.

The following pages of this brochure will lay out our proposed budget for the upcoming year, the breakdown of contributions we are currently receiving, suggested weekly offerings based off of your annual family income and also a list of ministries/areas we could like to improve upon with increased giving. I ask you to take some time to review, pray, and commit to a weekly level of support that you feel comfortable with to achieve the advancement of (Parish Name). If each parishioner gives something, we can put (Parish Name) in a good financial place now, and ensure that we are setting up for future success, as well.

Enclosed you will find a commitment card, that I invite you to fill out indicating your weekly giving amount, or, if you would prefer to give online with a credit card or directly from your bank account, visit, (Parish website)

God Bless,

Signature

**Cathedral Parish  
Proposed Budget and Wishlist  
Fiscal Year 20\_\_**

Expenses	Budgeted Amount
Salaries + Benefits	\$
Operations	\$
Parish Expenses	\$
Educational Expenses	\$
Expense	\$
Expense	\$

With an increase in Offertory, we would like to implement and improve upon these areas:

- 
- 
- 
- 
- 
- 

**Average Weekly Contributions by number of households**

# of Households	Amount/week
20	Less than \$1/wk.
20	\$2-\$10/wk
20	\$11-\$20/wk
20	\$21-30/wk

**How Much Should We Give?  
Suggested Weekly Offering**

Annual Family Income	5%	10%
50,000		
60,000		
70,000		
80,000		

**SAMPLE ONLINE GIVING FORM**

# ENROLLMENT FORM



**Our Lady Queen of Peace**  
401 S. Owen Dr.  
Madison, WI 53711

To enroll online, use code below or scan here: →

WI644



Faith Direct · Attention: Enrollment · 601 S. Washington St. · Alexandria, VA 22314 · 1-866-507-8757 [toll free] · www.faithdirect.net

**Process my gifts on the:**  4th *or*  15th of the month *(please check only one box)*

Please circle **Weekly** *or* **Monthly**:

Offertory Gift: \$ \_\_\_\_\_

*(Note: If you choose weekly, the total amount will be determined by the number of Sundays in the month. Some months have 5 Sundays.)*

You may also choose to give to the following special collections.

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*(Black & Asian Missions, Catholic Promotion of Authentic Human Development, Catholic Commemorative Campaign, Catholic Home Missions, Catholic University of America, Retirees Fund for Religion)*

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Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

Name(s): *(please print)* \_\_\_\_\_  
 Street Address: \_\_\_\_\_  
 City/State/Zip Code: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Church Envelope #: \_\_\_\_\_

Name as I/we would like it to appear on Offertory Cards: \_\_\_\_\_  
 I do not wish to receive Offertory Cards to place in the collection basket as a sign of my electronic giving.

*If you choose to enroll by mail, you can contact Faith Direct at 1-866-507-8757 [toll-free] to set up online access to your account.*

**For Bank Account Debit:** Please return this completed form and a voided check to Faith Direct Enrollment.

**For Credit/Debit Card:** Please complete the following...  VISA  MasterCard  American Express  Discover

Credit/Debit Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

If you have any questions about the Faith Direct program, please contact us at 1-866-507-8757 [toll free] or [info@faithdirect.net](mailto:info@faithdirect.net).

#### **4. In-Pew Process**

The in-pew process should look and feel very familiar to your parish. You will conduct the in-pew process similarly to the Annual Catholic Appeal. The in-pew process should be used to catch anyone who has yet to participate in this program, hopefully a much smaller group of people.

This process will be conducted approximately 3 weeks after the direct mail process. This will allow enough time for parishioners receiving the direct mail to pray about their commitment and send it back to the parish. During the timeframe between the direct mail and in-pew process, use social media, email, Altar and bulletin announcements to promote your Stewardship Offertory Program - this will keep the process present in the mind of the parishioner.

Prior to conducting the in-pew process, ensure you have enough pledge/commitment cards, envelopes and pencils available. Consider using someone from the parish to speak favorably about the ministries the parish supports. This should not be a long speech, a couple minutes at most. Ideally this will be done during the homily portion of the Mass. This is not a time to read the financial report to the congregation, but more an opportunity to share the good news happening at the parish.

Once the speaker has concluded, the priest should conduct the in-pew process. They are the leader of the parish and parishioners will respond to the priest. This is the person they recognize more than any other person at the parish.

If you have conducted the personal visits and the direct mail, this process ideally will not take much time as you are only looking to engage the remaining parishioners that have not yet responded to the parish's request.

The priest should explain why they are asking for support from everyone, no matter what they are able to financially do. The priest should also ask everyone to pray for the parish as well as the ministries supported by the parish. He then should proceed to ask anyone who has not yet had the opportunity to complete a pledge/commitment card to complete one, making sure he stresses that no money is needed at this time, but this is intended to give the parish an idea of how much they can expect from parishioners in the new year. He doesn't need to walk through the card, but should keep people focused on the card versus just sitting down and letting them figure out what to do next. Once he sees most have finished, he should have the ushers collect them.

There is no need to conduct a follow up in-pew process the next weekend unless it is determined that the results were not what the parish expected.

All in-pew cards should be kept secured and given to the staff coordinator as soon as possible.

## **Lay Witness Talks**

The lay witness talk can be used during the in-pew process or in a weekend leading up to the in-pew process. This can also be used during an event or, if applicable, you can “carve” out a portion of the lay witness talk and post it to social media or using a smart phone, video the talk and send via an email blast. This is a valuable way to communicate with parishioners, choose someone who have been directly impacted or has an impactful story to share. The power of hearing a first-hand account of how parishioner’s money will be used can make a big difference in how people feel about supporting your parish.

Find a ministry that your parish conducts, versus a ministry your parish only supplies the workers for. Why? If you are only serving a meal, for instance, at a local shelter, a parishioner might think, why don’t I just support the shelter? It isn’t costing the parish anything to supply workers, it is costing the shelter for supplying the meal. You want to find impact, consider a ministry or program that has a direct impact because of their financial support.

### **Here are a few examples of impactful ministries:**

Catholic Schools – have a student talk about their school

Pro-Life Ministries – find someone who either performed or received a service or support

RCIA – a person coming into the Catholic church or someone who recently was initiated

Hispanic Ministry – what does your parish do to support their Hispanic community

Other ministries or programs in your parish

### **Here are a few talking points for your lay witness speaker to touch on:**

How the ministry or program has impacted their life

How they support this parish (financially, spiritually, and volunteer)

Why they are involved in the ministry or program

How others can support the ministry or program

## **Sample Lay Witness Presentation**

How do we do it? Will we like it? Does it hurt? Will it work for us? Why should we do it? These are many of the questions that passed through my mind as we first considered stewardship as a way of life. As I look back at my own decision on stewardship and its maturation in the last five years, I notice that my ideals have changed some. There were lots of reasons that I felt we should begin stewardship in our family. God has been very good to us. We have two healthy and happy children.

We have finally passed through the first struggling years of marriage and now had time to think about other things. As I began to think about the Church and what it meant to me, I realized that if everyone was making the kind of limited volunteer and financial commitment that I was, then the Church would not be here for my children. There was no other way it could continue unless there was a higher level of support from me and other parishioners.

Besides, I had great expectations of the Church. It should be well equipped to teach my children all the wonders of God. It should be able to care for the sick, feed the needy and care for the elderly. If my expectations were right, then I had to do my part to make them a reality. I was already giving some time to the Church and with that time some of my talents. But there had to be a strong commitment of time and a commitment of treasure if the Church was going to be able to do all the things I wanted it to do.

Once I decided that perhaps stewardship was something our family needed to think about, I was rather hesitant to bring it up for family discussion. However, I found that there weren't any problems, and everyone had ideas and thoughts. Since we made our decision on stewardship, I think our outlook on lots of things has changed. We have become more supportive of various worthwhile needs and organizations in the community. I think it opened an avenue of thought that allows us to give without always questioning what we will get in return.

I came to embrace stewardship through the Church, but I have grown in stewardship to include the entire community. I feel that God expects us to minister to all people. My gifts that fulfill my stewardship may be given to anyone who needs it. It is the giving and the support of God's children that is important. The spiritual rewards, the feeling of accomplishment that you are following God's way are the most important things that you will reap from stewardship. You will know you are succeeding when the spirituality and feelings of stewardship far surpass the questions of how much you share and sacrifice.

**SAMPLE IN-PEW PLEDGE CARD**

**Cathedral Parish  
Offertory Commitment Card**



\_\_\_\_\_  
First and Last Name(s)

\_\_\_\_\_  
Street Address

\_\_\_\_\_  
City State/Zip

\_\_\_\_\_  
Phone Number(s)

\_\_\_\_\_  
Email Address

In gratitude, each household is encouraged to prayerfully and intentionally contribute to the parish. Your commitment will help us to plan for the year ahead. Please return to the parish office or drop in the offertory basket at Mass. Thank you for your support.

We/I intend to give \$\_\_\_\_\_

\_\_\_ Weekly \_\_\_ Monthly \_\_\_ Yearly (Check one)

\_\_\_ Credit Card or EFT\* \_\_\_ Send Weekly Envelopes (Check One)

\*Instructions for set up will be sent to you

\_\_\_ We/I are interested in leaving Cathedral Parish in our will, please contact me/us

## SAMPLE PRAYER CARD

### **Almighty and ever-faithful Lord,**

Gratefully acknowledging Your mercy  
and humbly admitting our need,  
we pledge our trust in You and each other.

Filled with desire,  
we respond to Your call for discipleship  
by shaping our lives in imitation of Christ.  
We profess that the call requires us  
to be stewards of Your gifts.  
As stewards, we receive Your gifts gratefully,  
cherish and tend them in a responsible  
manner,  
share them in practice and love with others,  
and return them with increase to the Lord.

We pledge to our ongoing formation as  
stewards  
and our responsibility to call others to that  
same endeavor.  
Almighty and ever-faithful God,  
it is our fervent hope and prayer  
that You who have begun this good work in us  
will bring it to fulfillment in Jesus Christ,  
our Lord.

**Amen**

Add your Parish Logo or or Offertory theme  
here

Address

Phone

Email/Website

## 5. Social Media Awareness

Social media is a valuable asset for spreading the word on all your parishes good work, it is not alone a single way of communicating with your parishioners but instead one tool in your toolbox. Utilizing social media to effectively communicate with people can be valuable. You need someone who is social media savvy and can navigate all types of social media channels. Even if your parish only has one channel of social media, utilize it! Consider posting weekly and keep everyone informed on the parishes overall progress. Here are a few social media post ideas:

### Sample Facebook Posts



CATHEDRAL PARISH

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# How will you respond?

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Watch your mailbox this week for information on our Offertory program. Your willingness to review and fill out the commitment card will help our parish plan for the year ahead. Please respond generously.



# Thank you

for your generous response to our Stewardship Offertory Program. We were feel blessed that you are all part of this parish community

## 6. Events

An event can be a great opportunity to bring lots of people together in a casual setting while getting out your message of support. An event doesn't need to be huge, stressful, or very time consuming. It can be as simple as donuts and coffee after Mass with someone giving a lay witness talk, or the priest sharing his vision for the parish and how people can financially support the parish to accomplish the vision.

Whatever your event is, keep the focus on prayer and information. You can make it fun, or serious, but don't make it so cumbersome that the focus of the event is lost.

If you conduct an event, have materials available for people to review and/or take home with them. Don't make the event all talk and nothing else. Consider having a Q&A with parish staff or ministry leaders to answer questions. Consider taking this opportunity to solicit ideas from parishioners on new ministries, programs, or ways to enhance existing ones.

Make parishioners feel welcome, heard and included in the life of the parish. Offertory is only one facet of a Stewardship focus. Often some of the best ideas for ministries don't cost the parish anything.

### Event Ideas

- After Mass coffee/donuts – learn more about the parish
- Evening wine and cheese event to say thank you and to encourage participation in the offertory program
- Casual dinner or lunch to learn more about the ministries of the parish and how they can make a difference
- Thank you celebration with lay witness talks from people affected by parishioners support

### Event Details

- Determine type of event to host
- Find a location and secure the date
- Secure food and drink
- Do you need decorations? If so, what kind and purchase, if needed
- Who are you inviting? How many?
- Create and send out invitations, if applicable
- Ensure your "cut off" for reservations allows for you to safely secure the appropriate amount of food/drink
- Who is speaking/presenting at the event, contact them and reserve their time
- Do you need/want name tags?
- Are there any take-a-ways for participants?
- What other details do you need to take care of?

## SAMPLE EVENT INVITATION

Stewardship is "the grateful response of a Christian disciple who recognizes and receives God's gifts and shares these gifts in love of God and neighbor"

PLEASE JOIN US TO LEARN MORE ABOUT THE ROLE OF STEWARDSHIP IN OUR PARISH, THE MINISTRIES WE SUPPORT AND HOW YOU CAN HELP.

**Date:**

**Time:**

**Location:**

**RSVP:**

Add any other important info here, if needed.



## 7. Hospitality

A welcoming parish begins with hospitality. In order for people to feel part of your parish, you need to invite them to be part of the community. That can be done in many different ways. Below are a few ideas to get you started.

Suggestions/Ideas:

- Form a development/stewardship or hospitality committee.
- Brain storm on ideas and begin to implement in your parish.
- Start simple. You don't need to implement difficult or expensive tasks, start small and build.
- Place stewardship quotes, stories, or inserts into your bulletin or newsletter, weekly or monthly.
- Consider hosting a stewardship weekend, what is stewardship?
- Have a family greet people as they enter the church on Sunday's.
- Look for new members of the parish, ask them to bring up the gifts during Mass.
- Host a new member event, breakfast, lunch, social – include opportunities for them to learn more about the ministries and programs the parish offers.
- If your parish has a school, bring them together, they are not separate entities but the school is a ministry of the parish. Find ways to involve both the parish and school together in hospitality and other efforts.
- Consider involving children into your hospitality efforts.
- Have a staffed welcome table at all Masses to answer parishioner's questions. Have registration packets available.
- Create a "schedule" to follow up with people after a sacrament (baptism, reconciliation, marriage) to provide information along their journey by keeping them involved.
- Have cards sent to anyone suffering or sick, or even a new baby or marriage.
- Utilize the Advent/Lenten reflection cards. You are not asking anything from them, they are meant to be spiritual and challenge people during two Holy times of the Liturgical year.

The ideas are really endless. What have people seen at other church's or other places that could be implemented or modified to your parish?

## 8. Advent/Lenten Reflections

Getting parishioners involved during two Holy seasons of the Liturgical calendar is an opportunity to bring them closer to Jesus Christ and the life of the parish.

People are always looking for ways to involve themselves through prayer and service to others during Advent and Lent. Creating reflections can provide parishioners with clear ways to increase their prayer life.

Ideally these reflections will be printed on a heavy card stock so people can keep them throughout the Holy season. If you have the ability, feel free to laminate them so they can be used over and over again.

Here are a few ideas for both Advent and Lent. Obviously, you can create your own reflections and change them up every year.



## **9. Video**

A video can be very impactful. It can show the vitality of the parish through its ministries and programs as well as parishioners. A video does not have to be professionally made, nor expensive. This is a perfect opportunity to involve a teenager who has experience with producing video content through their smart phone. Most teenagers have this experience and may welcome the opportunity to share their gifts with the parish.

Don't just set them free, give them clear direction as to what video you would like taken. Make sure they have the capacity to get involved when events are happening around the parish. Don't over direct them, let them have some freedom to capture what they see makes your parish vibrant.

Editing will also need clear direction. Ensure the video and any music or voice-over is appropriate for all ages. Keep it simple, you don't need to make it into a movie. The video should be short, no more than 5 minutes. You might even consider having the video produced into short snip-it's that can be emailed or posted on social media.

Whatever you decide to do, keep the message focused on God and not the people. He is the center of all we do and everything should revolve around Him.

## Offertory Calendar

Working backwards from when parishioners start their giving

Recommended Completion	Date of Completion	Activity	Person Responsible
January 1 <sup>st</sup>		Parishioners begin new giving level	
Minus 1 ½ to 2 weeks		Send postcard reminding parishioners of new giving level and date to begin	
Minus 2 weeks		Create social media/email reminders	
Minus 4 weeks		Send thank you letter to anyone giving during in-pew process	
Minus 5 weeks		Conduct in-pew process	
Minus 6 weeks		Create social media/email reminders	
Minus ? weeks		Conducting events? Fit them into the calendar	
Minus 8 weeks		Modify/create and print in-pew process materials	
Minus 8 weeks		Identify a parishioner to give lay witness talk at all Masses	
Minus 9 weeks		Send thank you to anyone giving during direct mail phase	
Minus 9 weeks		"Close" direct mail phase by determining how many parishioners still haven't participated	
Minus 10 weeks		Create social media/email reminders	
Minus 11 weeks		Send direct mail envelope to any parishioners who haven't given through face-to-face asks	
Minus ? weeks		Conducting events? Fit them into the calendar	

Minus 12 weeks		Finish face-to-face asks and create mailing list of who to send direct mail envelopes to.	
Minus 15 weeks		Begin face-to-face asks	
Minus 16 weeks		Create list of face-to-face asks with amounts determined	
Minus 17 weeks		Enlist volunteers to assist with face-to-face asks	
Minus 19 weeks		Create a video to assist with “telling the story” of the parish, begin work now	
Minus 19 weeks		Create materials needed for all phases of the program	
Minus 19 weeks		Create calendar of to-do activities	
Minus 19 weeks		Identify lead person orchestrating the program	
Minus 20+ weeks		Conduct training with the diocesan office of Stewardship and Development	

## **Summary**

The Diocese of Madison office of Stewardship and Development is happy to present and train parish staff/volunteers on this Stewardship Offertory Program. We will also work directly with your lead parish staff person or volunteer on the best way to segment your donors for an increased gift amount. We are here to help ensure a successful program.

Please contact us with any questions:

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