



OUR PARISH - OUR PEOPLE
Fall Offertory Program

BECOME A STEWARD IN YOUR COMMUNITY

OUR PARISH - OUR PEOPLE



CONTACT INFORMATION

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INTRODUCTION TO OUR PARISH ~ OUR PEOPLE

What is a parish? It is so much more than a church. It is a community. A group of faithful who are brought together by their shared beliefs whose relationships deepen through those beliefs and the history they create and enjoy with one another. Lifelong friendships are made, friendships through which support, joy and love are shared throughout every stage of life.

Yet shared beliefs alone cannot sustain a parish. Financial support from parishioners is integral to the parish fulfilling its ongoing mission and keeping the community whole. To that end *Our Parish ~ Our People* has been created. Its theme highlights the fact that giving to your parish is actually giving to one another.

Our Parish ~ Our People is designed to help pastors and parish leaders clearly communicate the parish's needs and the ultimate benefit to the community that will result from parishioners providing financial support. Ultimately, it encourages everyone to become more involved in the parish - helping it fulfill its mission.

Designed to be highly customizable and easily facilitated over a five-week period, *Our Parish ~ Our People* invites everyone to be stewards of their parish community and comprises the following components:

- Posters
- Letters and mailing materials, which can be personalized for your parish
- Planning guide
- Commitment cards
- Lay-witness speaking points and tips
- Homily speaking points
- Bulletin and pulpit announcements
- Prayers of the Faithful

Parishes are encouraged to make full use of these offerings. Along with the objective of improving finances, *Our Parish ~ Our People* will help to unite your parishioners and give them a common goal, a sense of belonging and a clear vision of the future of your parish.

IMPLEMENTATION OF *OUR PARISH ~ OUR PEOPLE*

Our Parish ~ Our People is designed to educate, inspire and invite your parish families to commit to an increased level of generosity.

This process and timetable are highly adaptable to the needs and circumstances of your parish. A generic timetable can be found on the next page.

The Archdiocesan Department of Development has partnered with Streamline, a Web2Print solution that allows your parishes to easily customize the provided collateral materials and to order online.

MAILINGS

- **Mailing #1**
 - Case letter
 - Parish annual report
- **Mailing #2**
 - Initial request letter
 - Planning guide and commitment card
 - Reply envelope
- **Mailing #3**
 - Follow-up request letter
 - Second planning guide and commitment card
 - Reply envelope
- **Follow-Up**
 - Acknowledgement letter
 - Quarterly reminder letter

HOMILY SPEAKING POINTS

LAY WITNESS SPEAKING POINTS AND TIPS

MISCELLANEOUS COLLATERAL MATERIALS

- Posters
- Bulletin and pulpit announcements
- Petitions for the Prayer of the Faithful

TIMELINE

Preparation

- Implement effort to update parishioner mailing lists
- Prepare mailing lists and tracking mechanism to document responses
- Order materials/personalize letters

1st Stewardship Awareness Weekend

- Mailing #1 to all active parishoners
 - Case letter
 - Parish annual report
- Lay witness testimony on stewardship
- Petition for the Prayer of the Faithful
- Bulletin and pulpit announcements

2nd Stewardship Awareness Weekend

- Mailing #2 to all active parishoners
 - Initial request letter
 - Planning guide and commitment card
 - Reply envelope
- Homily on Stewardship
- Petition for the Prayer of the Faithful
- Bulletin and pulpit announcements
- Begin tracking responses

1st Stewardship Commitment Weekend

- Pastor's invitation to participate
- Petition for the Prayer of the Faithful
- Bulletin and pulpit announcements
- In-pew invitation to complete commitment card
- Track responses

2nd Stewardship Commitment Weekend

- Pastor's invitation to participate
- Petition for the Prayer of the Faithful
- Bulletin and pulpit announcements
- In-pew invitation to complete commitment card
- Track responses

Stewardship Appreciation Weekend

- Pastor thanks parishioners for the participation at all Masses
- Mailing #3
 - Follow-up request letter to non-responders
 - Planning guide and commitment card
 - Reply envelope

- **OR** Acknowledgement letter to responders

Follow-up

- Analysis of results
- Quarterly letters
- Regular bulletin reports

DATA PREPARATION

Excellent communication is essential to a successful parish stewardship effort. Prior to implementing *Our Parish ~ Our People*, it is recommended that your parish initiate a household data clean-up project to ensure accurate records of active parishioners.

A mailing to confirm accurate records of active parishioners is suggested. Include proper salutation, name, address, city, state, zip code, telephone number and e-mail address.

For ParishSOFT users, two mailroom solutions are offered:

Mailroom: Address Quality

This National Change of Address (NCOA) product not only allows you to keep your addresses clean and up-to-date, but informs you when parishioners move. ParishSOFT returns address corrections so that you may update your records automatically. Any changes that are returned can be automatically updated in your database.

Mailroom: Bulk Mailing

This product includes the CASS™, PAVE™ and NCOA functionality. It identifies and corrects invalid addresses to save time, money and materials, while ensuring your parishioners receive parish mailings. The process will allow you to certify your mailing list against both the NCOA and CASS databases to ensure that your family names match the address you have on file and the address is valid.

ANALYSIS

As the commitment cards are returned, it is important to quickly aggregate the information and enter new offertory commitments into your parish database. All responses will be tallied into a spreadsheet and appropriate projections will be applied.

This data is used to prepare personalized thank you letters and quarterly reminder letters to those who have pledged and to send a follow-up letter to those who have not responded.