

APPEAL LEADERSHIP ROLES

Role of Parish Leadership

The commitment of the pastor/administrator/parish director and parish council is necessary in all phases of stewardship. Generally, people will be lifted to the level of stewardship in the Bible to the extent the pastor and stewardship leaders inspire them. The ideas listed below are some we have already suggested to those involved with parish stewardship. These same efforts will help the Catholic Stewardship Appeal meet its goal. Consider doing the following in your parish:

- Spend time reading about and studying stewardship in order to more fully understand its meaning and focus.
- Encourage the parish council to read about and study stewardship.
- Commit the parish to conduct its own annual stewardship effort of time, talent and financial resources.
- Form a stewardship committee to develop and implement the stewardship program. The Catholic Stewardship Appeal chairperson should serve on this committee.
- Utilize archdiocesan training and consulting services for parish councils and stewardship committees.
- Commit the parish to carry out stewardship awareness efforts throughout the year.
- Prepare stewardship homilies for the stewardship weekends.
- Incorporate comments about stewardship in homilies regularly throughout the year.
- Thank people for all they do to serve God by serving others.
- Pray that people in the parish will grow spiritually as a result of embracing stewardship as a way of life.
- Encourage the parish to set an example for the parishioners by giving a portion of its offertory to other causes and/or by committing to provide volunteers for community projects.
- Work to ensure that stewardship is not just a one-time activity, but an ongoing part of parish life.
- Publicly support all elements of stewardship as a way of life for the parish.

Role of the Stewardship Committee

In order for stewardship to be understood, practiced and nurtured in the lives of parishioners and in the life of the parish itself, it is important to have an active stewardship committee. We suggest the parish form a stewardship committee as a committee of the parish council, charged with increasing awareness of the annual stewardship efforts, both for the parish and for the archdiocesan Catholic Stewardship Appeal.

We suggest that the stewardship committee *not* be placed under the auspices of the finance committee, because that tends to put too much emphasis on the budgetary needs of the parish rather than the proper focus of the individual's spiritual development and the inherent need to give. It also tends to place the emphasis on financial giving and neglects the equally important aspects of time and talent.

The committee should consist of six or more members. It is recommended for continuity that members be asked to serve a term of three years. Who is the ideal member? Try to recruit people who are:

- Involved in the parish.
- Spiritually motivated.
- Givers of time, talent and financial resources.
- Good communicators, both oral and written.
- Comfortable talking about money and its relationship to our faith.
- Willing to implement accountability in reporting back to parishioners.

Role of Parish Chairperson

As a parish chairperson, you act as a liaison between the archdiocese and your parish, ensuring the implementation of the recommended strategies and promotional activities. In addition, the parish chairperson is responsible for serving as a spokesperson for the Appeal.

The parish chairperson is an important partner in communicating the message of stewardship to the congregation. If a parish stewardship committee exists, the CSA parish chairperson should be a member. A consistent message of stewardship will enhance not only the CSA, but also gifts to the parish of time, talent and financial resources.

The two primary responsibilities of the CSA chairperson are (1) to build excitement and enthusiasm for the Appeal, and (2) to implement strategies designed to encourage gifts. You are our representative and partner in this most important effort for the Church in southeastern Wisconsin. Your efforts at personal communication and follow-up with parishioners are critically important to your parish's success in meeting goal.

Responsibilities

- Display the Catholic Stewardship Appeal posters in prominent places in the parish.
- On kick-off weekend, perform the following activities:
 - Make a brief pulpit announcement about the Appeal.
 - Ensure that the parish bulletin contains an announcement about the Appeal.
 - Play the Archbishop's audio message at all Masses. The audio should be preceded or followed by a few words about the importance of the Appeal from you, the presider or other testimonial speaker. This brief talk should emphasize the impact the CSA has and motivate those present to financially support the Appeal (specific direction in *Parish Communication Strategies* section). Create link to this section.
- Beginning with kick-off weekend and extending through May, arrange for placement of bulletin announcements, ensure that pulpit announcements are made, and that intercessions are included in the Prayers of the Faithful.
 - Implement Appeal strategies listed in the *Parish Communication Strategies* section for each month. Please note the strategy in July regarding the parish follow-up letter.
 - Be in touch with the pastor, parish director or administrator regularly about the parish's progress toward its CSA goal.
 - Follow all instructions for the processing of gifts that may come to your parish office directly, rather than to us.