5 Ideas for Advent Stewardship

Archdiocese of Chicago Webinar Series
Presented by Katie Price
Sponsored by Give Central
Agenda

1. Webinar and Give Central Introduction
2. Advent Stewardship Prep and Must-Do’s
3. Idea #1 Creating an Advent Appeal Letter
4. Idea #2 Advent Visuals
5. Idea #3 Advent Stewardship Campaign
6. Idea #4 Multi-Channel Approaches
7. Idea #5 Advent Hospitality
Thank you Give Central!
Poll: How many of you have ever considered engaging stewardship ideas into Advent?
Advent Prep

Making a list, checking it twice!

Make sure you send an email to ministry leads, what are they doing, how can you help promote?

Can you provide seasonal envelopes? Can you check your Giving pages online?

Make sure your Mass times and events are clearly easy to find online and in bulletin

Ministry Volunteer info bulletin at least Christmas edition

Acknowledgement process outlined
Advent Must-Do’s

Gonna find out who’s naughty or nice...

Communicate with your Parishioners

Make sure you host an Evening of Prayer or some time to reflect and slow down the season

Open your doors on Sunday—play music

Encourage comprehensive stewardship
Resources Made Available to You
Idea #1

Creating an inspiring and relevant stewardship appeal during Advent

Basic Appeal letter:

1st paragraph: Intro/Theme

2nd paragraph: The “ask”

3rd paragraph: Thank you

Ask: Consider making a gift in the amount of a gift you were going to give a loved one

See template in docs
Poll: How many of you plan to send a seasonal appeal letter?
Idea #2

Visual Ideas

What does Advent look like at your Parish—would a visitor know?

Sundays of Advent Graphics—see in docs

Add space on site and in bulletin to offer prayers or donations

Change your colors from inside Church to print
Poll: Do you see an increase in Parishioner registration during December or January?
Idea #3

A seasonal Planned Offertory Program (POP)

Theme: A Season of H.O.P.E

For each Sunday in Advent, explore content that would show the Parish effort during the year in: Healing, Offering, Prayer, and Encounter/Engagement

Share cards the last Sunday of Advent that encourages stewardship planning for new year
Additional Themes and Examples

Living Stewardship through Spirit, Gifts, and Service

A Season of Hope, A New Year of Generosity

Have all ages, ministries etc. answer the question, What are your hopes for a year of generosity at our Parish?

Instead of a witness Sunday or ministry fair, open up the Christmas Parties for the different ministries to those interested

Instead of a reflection or homily from the Pastor, would he be willing to host a Christmas Open House?
Idea #4

Try a multi-channel approach to stewardship

Use all sources of communications

12 Days of Thanks: Highlight ministries, sacraments, etc and ask to consider a gift that would support that and the many ministries of the Parish in the new year—each day

[Parish Name] Advent Shopping List
(amazon wish list, non-transactional items, volunteer opps)

“In the Generous Spirit” piece—
...in the generous spirit of Prayer...
Idea #5

Prepare ye...
The Pews

Make sure you have Mass Cards/Order of the Mass

Provide giving envelopes

Visitor’s Box or space in bulletin

Ushers, Greeters, Signs—Oh My!

Parish Christmas Card

Christmas. Bulletin. BIG.
Questions?