

5 Ideas for Advent Stewardship

Archdiocese of Chicago Webinar Series

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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

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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...

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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?