Tips for Lenten Stewardship

Archdiocese of Chicago
Webinar Series
Presented by Katie Price
Agenda

I. Introductions
II. Thank You to Give Central
III. Relating Lent and Stewardship
IV. Common Lenten Stewardship Themes and Language
V. Stewardship Ideas and Tools
VI. Articles and Resources
Introduction to Webinar Series
Thank you Give Central!
Common Practices

Fasting
- Physical hunger reminds us of our hunger for God, our faith
- Lent is a time people know, regardless how active they are, they are typically aware of “fasting”
- Act of reflecting on the materials goods, foods, physical items we have that control or may cause us to deviate away from the person God wants us to be

Almsgiving
- Most commonly related to stewardship, as the act of being charitable or giving to those less fortunate
- Could be switched with the word “stewardship” today, in a sense the words are similar- giving outward what we have as gifts from God

Prayer
- Out of all the practices, this could create a foundation for stewards in the Parish
- People looking for a sacred and safe experience, be that for them during Lent
Lent and Stewardship

“Lent comes providentially to reawaken us, to shake us from our lethargy.”

~Pope Francis

Traditional Practices-->
  Prayer
  Almsgiving
  Fasting

Stewardship of Time and Talent--> Prayer, Fasting
  Relating actions, withdrawal, response
  Relating time set aside individually, or as a Parish
  Looking inward, reflecting, and acting physically

Stewardship of Treasure--> Almsgiving
  Recognizing abundance vs. scarcity
  Catholic Missions/Ministries
  Giving up vs. Giving Out
  Spring or Easter Appeals
### Common Lenten Stewardship Themes and Language

<table>
<thead>
<tr>
<th><strong>Themes</strong></th>
<th><strong>Language</strong></th>
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<tbody>
<tr>
<td>Exercising the Heart: Stewarding Lent</td>
<td>Commonly, returners to the Church might have forgotten what Lent is about, so your stewardship theme needs to be general, non-intimidating</td>
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<tr>
<td>Stewarding Lent: Praying, Almsgiving, Fasting</td>
<td>Using numbers or common language terminology, is easy on the eye, easy to follow and you could create a sense of coming back for more</td>
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<td>40 Acts of Lenten Stewardship</td>
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<td>Awakening Stewardship this Lent</td>
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<td>*Email me for graphics- see example in docs</td>
<td>Try to relate your stewardship theme, to the general Lenten theme for the Parish, if you have one</td>
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Passionate about Sundays
During Lent, try to find additional opportunities to be open for prayer, extend small group opportunities, or add in adoration/praying the rosary before or after Mass

Radically Obsessed with Invitation and Participation
You will notice increasing numbers, be hospitable, make sure ushers are greeters or someone is designated as a greeter
Highlight the participation of individuals in the bulletin and website during Lent, many coming might not know of opportunities that are not being highlighted in the bulletin at that time

Forming Leadership Disciples
Lent is a great time to ask people to discern their ability to lead a ministry in the Parish
Make sure there are programs at your Parish or neighboring Parishes that highlight Lenten learning
Stewardship Ideas

Stewardship of Thanks
- Write notes to RCIA Candidates from staff, welcome committee, Parish Council etc.
- Write one-thank you, handwritten per week to one of your larger Offertory Givers

Stewardship of Prayer
- Lenten Stewardship Reflection Graphics
  - Ask me for samples, or send a picture and quote
  - Share in bulletin or website, as an image to reflect on in prayer during the week
- Learn about your Parish Saint
  - Saintly Stewardship- post about him each week during Lent
  - Introduction in Bulletin piece

Stewardship of Service
- Highlight a testimonial each week of someone offering their talents/time to the Parish
- Share with the Parish the ministries supported throughout the year- “Giving Out & Giving Up”
Stewardship Ideas Continued...

Lenten Community Stewardship Prayer Cards
   Similar to Giving Tree Concept, however someone writes a “challenge” on the card for someone else to pick up and do
   People can fill out prayer card before/after mass for and place back in basket
   Cards would look like attached doc

Don’t Give Up, Give Out
   This campaign/theme would draw on the idea that we should be considering not just giving up food, drinks, etc. but that we have an opportunity during Lent to participate in sacrificial giving
   Each week would highlight a particular ministry in need: crayons, paper, $ for service trip, etc.
Best Practices for a Spring Appeal

- Many Parishes not comfortable asking during Lent, however a spring appeal can be tastefully added to a post-Easter message or Easter card
- Try Video-phones horizontal please!
- If pre-Easter, don’t forget to invite and list the Triduum times, Easter Sunday times
- Consider highlighting an RCIA candidates journey- many willing to participate and become Parishioners, let them share what inspires them to be Catholic
- Keep the ask small, soft, and appropriate
- Consider segmenting the appeal- send via email to the addresses you have vs. mail for the non-email Parishioners
Lent Comes to “Reawaken Us”- [http://www.catholicherald.co.uk/news/2014/03/06/lent-comes-to-reawaken-us-pope-francis/](http://www.catholicherald.co.uk/news/2014/03/06/lent-comes-to-reawaken-us-pope-francis/)


Catholic Apps for Your Lenten Journey- [http://www.catholicdigest.com/articles/faith/lent/2014/03-03/catholic-apps-for-your-lenten-journey](http://www.catholicdigest.com/articles/faith/lent/2014/03-03/catholic-apps-for-your-lenten-journey)

Ash Wednesday and Lent in Two Minutes: [https://www.youtube.com/watch?v=m3L3c23MfC0&feature=youtu.be](https://www.youtube.com/watch?v=m3L3c23MfC0&feature=youtu.be)


Pinterest- Lenten Ideas, Recipies, and Graphics- [https://www.pinterest.com/search/pins/?q=Lent&rs=typed&term_meta[]=Lent%7Ctyped](https://www.pinterest.com/search/pins/?q=Lent&rs=typed&term_meta[]=Lent%7Ctyped)
Easter is highest

In 2013, the highest share of searches for “church” are on the week of Easter Sunday, followed by the week of Christmas and the week of Ash Wednesday, the day that marks the beginning of Lent.

http://www.pewresearch.org/fact-tank/2014/04/18/when-easter-and-christmas-near-more-americans-search-online-for-church/
Top 3 Lenten Notes

1. Add New Parishioner forms to vestibule, bulletin, anywhere!
2. Make sure giving options mentioned in bulletin...online, cash, guest envelopes...
3. Make sure you THANK people!
Let’s ask questions!