

The Language of Stewardship



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The Language of the Heart

It is not technology which determines whether or not communication is authentic, but rather the human heart and our capacity to use wisely the means at our disposal.

50th World Communication Day

The Great Balancing Act

- Inspire a stewardship way of life
 - Communicate real needs
- Challenge people to give money

The Great Balancing Act

- Inspire a stewardship way of life
 - Communicate real needs
- Challenge people to give ~~money~~

Time, Talent, Treasure

Beyond Technology

The Language of Stewardship
What to say and how to say it.

Mike DiCosola

Director, myParish App

Diocesan & Trinity Publications

Messaging to Make Disciples

- Interested, seeking & sharing our msg
- Interested & seeking our message
- Interested but not actively seeking
- Not interested & not seeking

Back to the Balancing Act

- Pray!
- Mission Before Maintenance
- The Heart leads to the Head & Hands
- Stories Captivate and Engage
- Take-away tips

Mission Focus

- Maintenance
- Focus on the tools
- Getting out information
- Asking people to do something
- Mission
- Focus on the message
- Speaking to people's hearts
- Offering to help people

What's the point?

We need to look beyond technology,
channels and information to why we
are really here

The Coat Drive

- Bring your gently used coats to the Parish this coming weekend!
- Is giving away your old clothes an Act of mercy? Why does giving make you feel so good? Want to experience some real Joy this fall – consider following the call of Pope Francis by helping your neighbor

The Appeal

- The Parish has been assessed \$95,000 by the Diocese. The pledge cards are in the mail and arriving this week. 100% of the parish must respond, even if you plan to give \$0. Let's get this over with in the next two weeks.
- For 2000 years the Church has taught that to find true happiness we need to be detached from the things of the world. Often we falsely believe that having more money, pleasure or power will bring happiness. This is why each year we are asked to give. Does the Church need money – yes. But your need to give is greater. Experience the joy. . .

What to do:

- Write down your mission and put it in easy view.
How does this impact your messaging?
- What is the end goal of the information to be shared?
- Offer help before asking for help
- Remember it is about Discipleship!

The Heart leads to the Head & the Hands

- Earning the right to be heard
- People respond to those who care
- Not all messages need to inform
- What matters, leading to what's needed
- Be aware of the needs of the community

What's the point?

Communication with heart means being focused on meeting people where they are and walking with them before trying to challenge them.

The Nursery

- The nursery starts up again on Sept 12. Parents are expected to sign-up to volunteer at least one weekend a month.
- This week the staff is praying for the parents of small children. . .
- Do you know a family that skips Mass because. . .
- Young families in the Parish need your help and wisdom!

What to do:

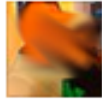
- Improve your ratio of inspiration to information in your messaging
- Try to start with what matters in peoples hearts before asking for help
- Retell what happened and why it mattered

Stories Captivate and Engage

- Stories 'evangelize' information
Inspiring stewardship in story form
- Images tell great stories
- Being 'real' is important
- Stories are meant to be shared

What's the point?

People's real lives are more important than any need or goal we have. Your parishioners inherently get that – and they respond to it.



March 16 at 9:05pm · 👤

I'm not even sure where to begin but all I keep coming back to is Father Tony saying "just try adoration for 1 month and I guarantee your life will change": So I've gone 2 times now and my husband got a promotion, we have an offer on our house, we put in a bid on our dream house, and above all my mom got news today that she has no myeloma markers (meaning successful bone marrow transplant)..... All of these things have been cooking but it's amazing to lay all my fears, anxieties, things weighing heavy on my heart at the feet of Jesus and to get such amazing results. I don't even care if I sound like a nut job right now - lol.....All praise and glory to God!!!!

Like · Comment · Share

and 124 others like this.

Amen!!

March 16 at 9:06pm · Like

Amen!!!!

March 16 at 9:11pm · Like

Amazing. Amen!

crazy.

3pm · Like

hen girl. Didn't you just move?

3pm · Like

. We listed our house at the end of summer but it
time. God's perfect plan!

3pm · Like · 2

Amen! So happy for your Mom!

0pm · Like · 1

tcha. Always on God's time

0pm · Like · 1

o many great things in the works...you deserve it!

1pm · Like

Such great news !!!

2pm · Like

P.s. I DO pray for other people too..... Lol.....

3pm · Like · 2

is my weekly holy hour I had for several years at st. Isidores
Grand Rapids! Fr. Tony is right!

5pm · Like · 1

my mom used to go at 11pm on Friday nights up there at
er 70's. excellent news about your mom!

March 16 at 9:28pm · Like

You are right on Sweetheart! Trust in the LORD and he
will continue to bless you richly. Laying everything at the feet of Jesus is so
appropriate during our Saviors sacrificial season of Lent!!! I heard from Julie
about your Mom! Praising God! ❤️

March 16 at 9:29pm · Like

Wow that all is wonderful news. Congratulations!

March 16 at 9:30pm · Like

Awwww so happy for you guys! Glad to hear such great news
in so many ways! Xo ❤️ 😊


March 16 at 9:32pm · Like

All awesome things 😊


March 16 at 9:35pm · Like

you don't and that is all awesome. thanks for the
inspiration. and I'm glad your mom has positive news.


March 16 at 9:38pm · Like

 Catholics believe in the Real Presence of Jesus Christ in the Eucharist (the consecrated bread). We believe that Jesus literally meant what He said at the last supper and what is documented in Matthew 26:26 "Take this and eat it. This is my body.". Study Jewish Passover and you will have your mind blown as to how literal Jesus was speaking. Adoration is a form of prayer, meditation, and well, adoration before the consecrated Eucharist which as we believe IS Jesus. It's like going and purposely and intentionally spending time with Christ. Our parish started Perpetual Adoration which means Jesus in the consecrated Eucharist is displayed and someone is there to pray 24-7.


March 17 at 10:14am · Like ·  2

 I had no idea you had Perpetual Adoration-is it in the main part of the Church?


March 17 at 11:00am · Like

 , you have prayerfully and patiently waited for "God's Timing"! "There is a Time and a Place and a Purpose, for Everything and Everyone, Under Heaven!" Your Mom, is a Living Testimony that Miracles Exist! Your Stress has Been Ble... [See More](#)


March 17 at 11:02am · Like

 right now it's in the chapel off the South Entrance. Moving to the church would be amazing!!!! Thank you Aunt Jan for all your kind words! I love you too.

March 17 at 11:30am · Edited · Like

 -we just started this the first full week of March.

March 17 at 11:31am · Like

 Thank you for explaining! So you "Catholics 😊" Do this as a special practice during Lent, or it's something that happens always? What your explaining is actually believed by several different religions that I'm familiar with.... (Absolutely in mine) But as with so many different Christian practices they all have different "language" for it is being called. I wouldn't say that we consider Christ to be "in the bread" that is being used at communion... We consider it to be representative of his body. The Wine being representative of his blood, not his actual blood Etc etc. I was raised Reformed (gasp) not in West MI right hahaha. As a young adult I transitioned into non-denominational churches. We have always believed in intentional prayer, miracles of healing, prophetic word and gifts etc. I have quite a bit of extended family (my dads side) and dozens of friends raised Catholic. I find much of everything we believe to be very similar, just practiced in different ways I guess would be the best way to describe it?

March 17 at 11:47am · Like



Did the Church move the Sabbath from Saturday to Sunday?

Catholics do not worship on the Sabbath which is the last day of the week according to Jewish teaching, when God rested from work after creation (Gen. 2:2-3). We...

CATHOLICSAY.COM

135 people reached

Boost Post

Like · Comment · Share



Our Lady of Consolation - Rockford, MI shared a link.

· March 16 at 4:07pm · 



Catholic college board votes unanimously to decline federal funds: "Our Catholic identity might..."

Wyoming Catholic College, a Catholic university...

PATHEOS.COM

209 people reached

Boost Post

Like · Comment · Share

What to do:

- Start telling stories about people and their experiences
- Use lots of images
- Create easy to share messages
- Show people how to share their stories on your parish's social media

Take Aways

- Pray for your audience!
- Write out you parish mission
- Increase your Inspire to Info Ratio
- Build trust by speaking honestly about what matters, in front of the need
- Use more personal stories & images
- Teach others to share your content

Who to Watch

- Pope Francis
Speaking to the heart – what matters to people
- St. Michael – Olympia, WA
myParish App – good parish example

Beyond Technology

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What to Say and How to Say it

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