

The Language of Stewardship

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DIOCESAN PUBLICATIONS

Bring Life to Communication

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



The Language of the Heart

Beyond Technology & Information:
What to say and how to say it!



Messaging to Make Disciples

- Core: Interested, seeking, sharing
- Committed: Interested, maybe seeking
- Crowd: Interested, not seeking
- Community: Not interested or seeking



Back to the Balancing Act

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



Mission Focus

Maintenance

- Focus on the task
- Getting out information
- Asking people to do something
- Speaking to a parish need

Mission

- Focus on the message
- Invitation to something more
- Offering to help your parishioners
- Speaking to people's hearts



What's the point?

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



The Food Drive

Maintenance

- Bring your canned and dry goods to the Parish this coming weekend!

Mission

- Is giving away food an act of love or mercy?
- Why does giving make you feel so good?
- A family in our community is hungry – Should we let that continue



The Appeal

Maintenance

- The Parish has been assessed \$95,000 by the Diocese. . . Let's get this over with in the next two weeks.

Mission

- What makes you happy?
- Experience the joy of generosity
- Why does your personal response matter?



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
Speak to our God-given need to give and help others
- Remember it is about Discipleship!



The Heart leads to the Head & the Hands

- Earn 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 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

Maintenance

- The nursery starts up again on January 2. Parents are expected to sign-up to volunteer at least one weekend a month.

Mission

- This week the staff is praying for the parents of small children. . .
- Do you know a family that cannot attend Mass. . .
- Young families in the Parish need your help and wisdom!



The Cathedral

Maintenance

- Here is the need. We are passing the basket. It's up to you to do something about it.

Mission

- Listen to this story – Let's decide as a community: Do you think we should we should do something about it?



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
- 'Real' is more important than polish
- Stories are meant to be shared



What's the point?

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



Thanks be to God for a beautiful morning to start the Way of the Cross Pilgrimage.



947 people reached

Thank you to everyone who came out for the Way of the Cross Pilgrimage. What a great morning of prayer and reflection - a beautiful way to enter into Holy Week.



667 people reached

Boost Post



Our Lady of Consolation

"Always give good heed to the Word of God, whether it in private, or hearken to it when it is proclaimed with attention and reverence; seek to treasure up precious words fall unheeded; receive the Word as balsam." St. Francis de Sales

183 people reached

Like

Comment

3



Write a comment...



Our Lady of Consolation

See thou have God before thine eyes, and not complaining words. And if at present thou must suffer a confusion which thou cannot avoid, do this and do not lessen thy crown. — Thomas á Kempis

148 people reached



March 16 at 9:05pm · 2

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.

You're far from crazy.
March 16 at 9:16pm · Like

Didn't you just move?

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

2

Amen! So happy for your Mom!

1

ays on God's time

1

reat things in the works...you deserve it!

h great news !!!

O pray for other people too..... Lol.....

2

ekly holy hour I had for several years at st. Isidores
oids! Fr. Tony is right!

1

mom used to go at 11pm on Friday nights up there at
xcellent news about your mom!

are right on Sweetheart! Trust in the LORD and he
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 9:36pm · Like



DIOCESAN PUBLICATIONS

Bring Life to Communication



Bishop Edward B. Scharfenberger

May 13 at 10:00am · 🌐

This weekend marks the launch of [MyParish App](#) across the [Diocese of Albany](#). Thank you for joining your parish and the Diocese in this new effort to put spiritual inspiration and information into the palm of your hand. This virtual tool will encourage real encounter, because that is where true transformation takes place — face to face, with each other and with Jesus.

<http://m.timesunion.com/.../An-app-to-connect-parishes-111430...>



👍❤️😄 201

[Top Comments](#)

33 shares



Write a comment...



Barbara Terry I absolutely adore your t-shirt. I have to find one of these. Bishop Edward B. Scharfenberger was this a gift? Or where did you get this?

Like · Reply · 🍷 4 · May 13 at 8:17am

↩ 5 Replies



Jeanne Woods Heard you will be at the shrine of North American Myters today. Always a beautiful spot to visit. Enjoyed having you in our home on Devine Mercy Sunday. We felt like you were visiting us. Thanks for all you do. Kind regards. Jeanne and Ken Woods

Like · Reply · 🍷 2 · May 13 at 11:16am



Stephanie Nolet Check out all the prayers you have at your fingertips when using the app. I love it! We've had it at St. Mary's Crescent for a couple years now. And the t-shirts are definitely available through Diocesan Publications, the company that the app is through, they're great! I'm so happy the Diocese is on the myParish app now!

Like · Reply · May 13 at 8:28pm



Barbara Terry I found it ... I did a google. I located it on Diocesan Publications. In green with no collar for \$9.00. What a great gift.

Like · Reply · 🍷 3 · May 13 at 9:06am



Jennifer Richard-Morrow I downloaded it yesterday. Like the reminder it has for folks to silence their phones for Mass. Hope they use it. :^)

Like · Reply · May 14 at 5:18am



Shirley Maguire This is great.....need more info out there "for saving souls." ✝

Like · Reply · May 13 at 12:46pm



Bill Suttie Yes, I was just trying this new App out this day, Bishop 😊

Like · Reply · 🍷 1 · May 13 at 10:16am



Jim Shaw I love the MyParish app!

Like · Reply · 🍷 1 · May 13 at 8:26am



Fran Fay I love My Parish App(MPA). I can set reminders for specific prayer...like a 2:59 pm reminder for the Divine Mercy Prayer at 3 o'clock. 😊

Like · Reply · May 13 at 10:32pm



John Schneider So anything new on Catalpa Ave?

Like · Reply · May 13 at 9:13am



Nicole Coscio That shirt though!!!

Like · Reply · 🍷 2 · May 13 at 8:22am

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 your 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



The Key to Speaking from and to the Heart

Remember that behind each device,
bulletin, and post there is a real
person who is loved by God



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