

# The Importance of Diocesan Stewardship Days

Mary Ann Otto former Stewardship Director for the Diocese of Green Bay

## A. Why do we have Diocesan Stewardship Days?

- To Form (Spirituality of Stewardship)
- To Inform (Current Statistic and Practices in Stewardship)
- Build Relationships/Build Networks
- Celebrate Successes

## B. Planning

- Review past years evaluations
- Plan to invite your bishop to attend
- Invite a variety of voices from around the diocese
- Answer the questions: "Who do you want to attend? What do you want them to take home?"
- Stewardship applies to every aspect of parish life and staff members. Consider inviting entire staffs and all committee members to hear the stewardship message
- Provide an engaging opening keynote that speaks to all participants
- Provide workshops that speak to the specific needs of the participants
- If applicable, include local churches who have been successful-perhaps a panel
- If applicable, always provide a translator for the event
- Always frame stewardship using the conversations from Pope Francis and Bishops i.e. Evangelization and *The Joy of the Gospel*

## C. Timing/Environment/Hospitality

- Select a bright and inviting venue
- Consider holding day apart from the busiest time in the parish. (After Easter)
- Offer a day and abbreviated evening opportunity
- Brand the event-what makes this opportunity different than any other event offered by the diocese?
- Model outstanding hospitality

## D. Budget

- Sponsorship: Diocesan grants or company sponsorship
- Fees: Our were usually \$25-\$40 for a daylong event with lunch

## E. Marketing

- Create energy around the event with a creative title
- Use the voices who helped you to create the event to promote the event with their local parishes

## F. Special Note on unique Stewardship Day for our Hispanic Brothers and Sisters

- We offered additional days that were completely in Spanish that were very successful

