



ARCHDIOCESE *of* MILWAUKEE

*Stewardship*

# OFFERTORY

TIPS & TOOLS

# OFFERTORY

*"The more we connect money and discipleship the healthier our church finances will be. If we are successfully attracting the unchurched, getting them on a clear, accessible discipleship path and equipping them with the steps they need to grow then we will see an increase in giving from the members of the church."*





OFFERTORY IS DOWN

*This is just the tip of the iceberg...chances are there are other factors contributing to the decline.*

# WHERE DO WE START?

## **Gratitude**

Banners, Signs, Bulletin, FlockNote, Pulpit messages saying things like: "Thank You!" "We appreciate You!"

## **"Customer" Service**

How are the parishioners being served? Is it easy to contact the staff with questions? Are new parishioners welcomed personally and invited to give of their time, talent and treasure?

## **Welcoming**

Take a fresh look at your welcoming of the parishioners and visitors. Does someone say "Good Morning" or "We are so glad to see you"? Or are they handed an order of worship with no greeting?



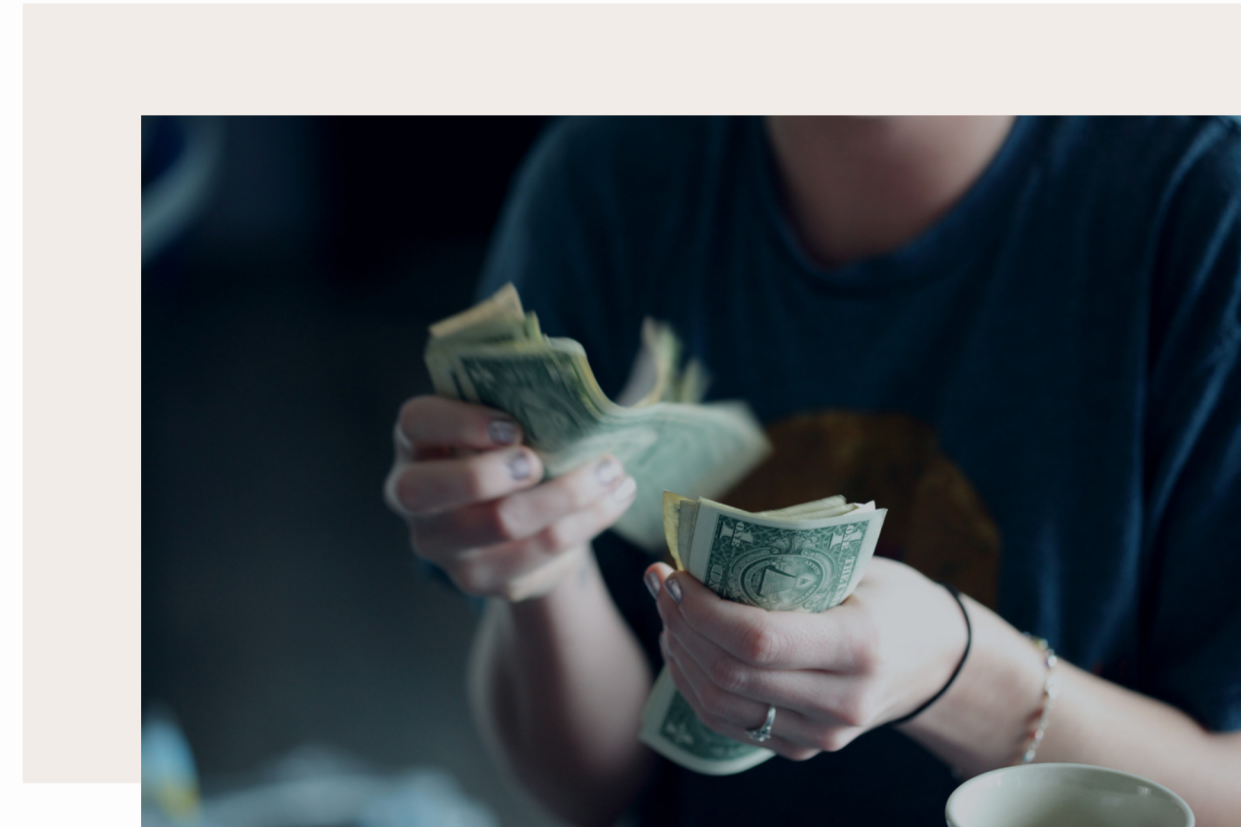
## **Website**

How is your website? Is it easy to find Mass Times, Reconciliation options or Adoration times? Is it easy to donate online? Is it clear how to register with the parish?

## **Faith Growth**

Are there a variety of ways for each parish member to grow in their faith? To pursue a deeper relationship with Jesus Christ?

# MULTIPLE OPPORTUNITIES TO SUPPORT THE CHURCH



## **Offertory**

Keeps the lights on. Pays the salary of the parish staff.

ALWAYS the first priority in supporting the parish.

## **Catholic Stewardship Appeal**

Helps the archdiocese serve those in need, strengthen parish ministries and promote evangelization, supports schools and parish religious education, and forms priests, deacons as well as fosters parish leadership.

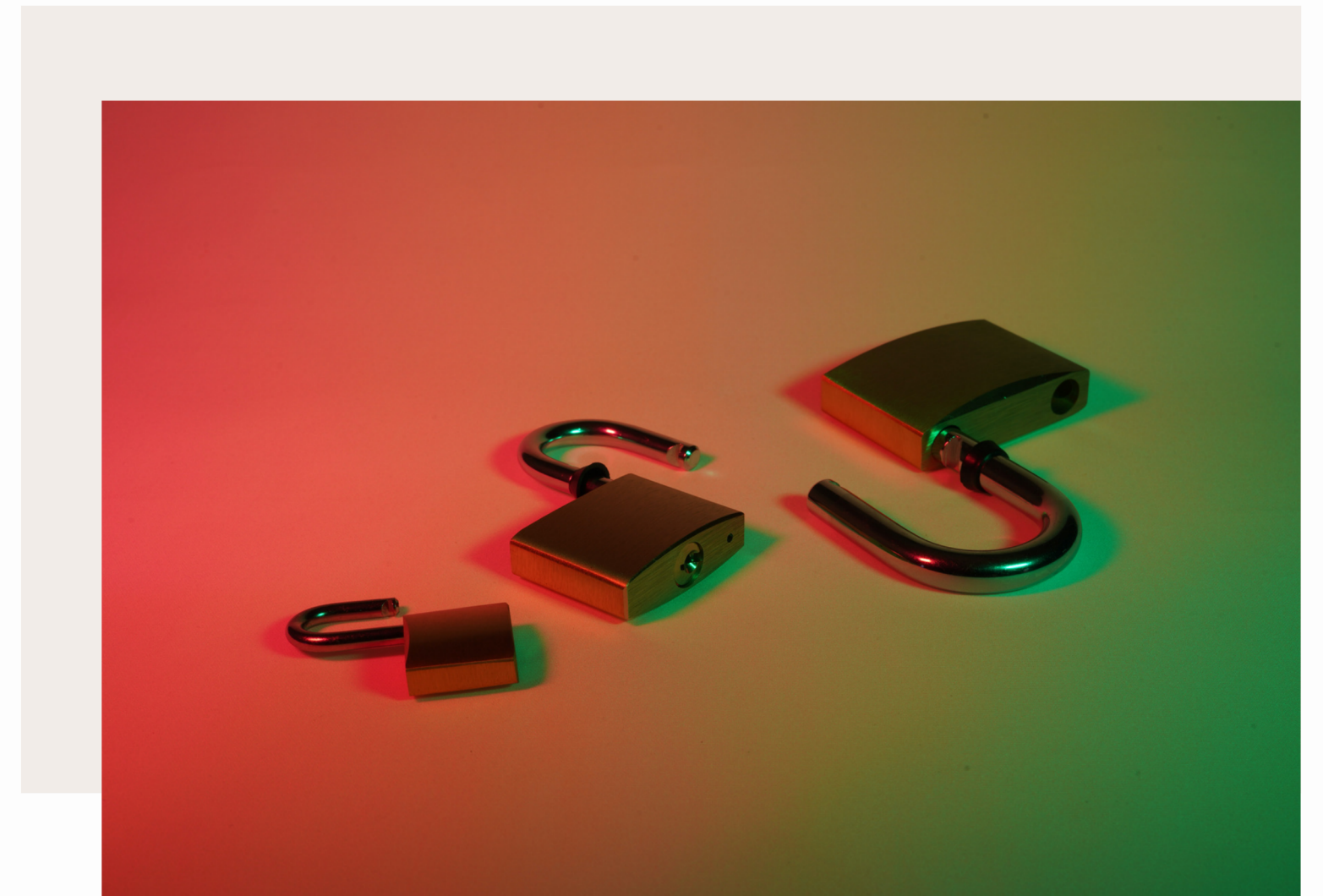
## **Love One Another Capital Campaign**

Prepares our parishes and Archdiocesan ministries for the next generation of Catholics in our 10 counties in southeastern Wisconsin.

# CLEAR COMMUNICATION IS KEY!

- 01** Talk about the differences between the three frequently – from the pulpit, in the bulletin, in Flocknote or emails, on the Facebook page.
- 02** Keep any conversation about any funding options positive and upbeat.
- 03** Speak to how the Church and the Parish is so very needed in our world today to bring people to Christ and to be a beacon of hope and peace.
- 04** Celebrate successes! If the Offertory is staying stable throughout the CSA or the Love One Another campaign, thank the parishioners for their constancy. Tell stories of how the Offertory funds are being used to change lives in the church and in the community.

**As long as people know how their funds are being used and the great impact of their giving, they WILL support all three options**



# Speaking about the Offertory



When you

- Communicate clearly
- Thank Profusely
- Provide attentive care
- Meet the needs of the community
- Help parishioners grow in their faith

You **CAN** speak about the Offertory with positive results.

*"When we connect discipleship and giving the money always follows.  
When we just aim for money, we miss out on both."*



# TOOLS

Offertory Campaign

Custom Solutions

**Contact me!**

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