
CREATING AN ANNUAL STEWARDSHIP ACTION PLAN

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1 - Ongoing Conversion

Stewardship is an ongoing conversion process. Therefore, it does not begin and end with stewardship renewal or commitment of a few hours of time. **It is never over.** While annual renewal is a part of the parish calendar, it is not the ONLY part of the calendar.

Through developing an annual stewardship calendar (or action plan), parishes support the ongoing education and conversion of their members. These efforts offer multiple opportunities – *52 weeks a year!* – for all members to deepen their relationship with God and increase their understanding of stewardship as a way of life.

2 - Renew It

Announce Renewal Time:

It is important that parishioners be advised that a parish stewardship renewal effort will occur every year at a specific time over the course of a few weeks. When renewal time gets close, offer dedicated prayer time, postcards, bulletin announcements, pulpit announcements and place posters throughout public areas around the parish to let them know "Stewardship Annual Renewal" time is coming up. Many people respond harshly if they feel something is being "sprung" on them out of the blue.

Concentrated Education:

Throughout the renewal period, parishioners should be given a "crash course" in stewardship through a variety of means. Not every person learns the same way, so the more ways we can communicate, the better. Education efforts include (but are not limited to): dedicated Masses, dedicated prayer services, bulletin inserts and ads, posters, a ministry parade and fair, letters and information via mail or email from the pastor, lay witness talks, homilies, general intercessions, accountability exercises, and full parish missions.

Call to Action:

ACTION is the key word – if we are not DOING something, we are not answering the call to stewardship. Therefore, we must present a call to action. Ask **everyone** to commit their time, talent and treasure. Parishioners do this by filling out a commitment cards and returning them during Mass on a designated weekend.

Follow-up:

There are two types of follow-up to be completed after renewal.

- 1st - reach out to and **thank** those who have made commitments for the year. This can be done in various ways including a personalized letter acknowledging and restating their commitments and thanking them for their stewardship, thanks from the pulpit and occasional thanks throughout the year by spotlighting great stewardship efforts in the parish bulletin. The more ways we can think of to thank our good stewards, the better.
- 2nd - reach out to those who have not made their commitment to date. Not all people operate on the same time line, therefore a letter and another "ask" may be needed.

3 - Evaluate the Year and Develop Next Year's Calendar

Take the time to evaluate how the year went. This includes events, materials and education efforts. Decide if certain items should be taken out and new ones added to next year's calendar. Revise the calendar, train new members of the committee, and begin the New Year's ongoing conversion for your parish family.

Below is a sample of an annual stewardship calendar:

MONTH	DAY	ACTION	COMMITTEE MEMBER RESPONSIBLE
January	6 13 21 24 26	Stewardship Committee Meeting @ 7:30pm Order Stewardship Materials for information racks Welcome event for new members Stewardship Questions & Answers in Bulletin General Intercession for Ladies Guild and Mother's Day Out Stewardship Prayer at Masses Clergy roundtable meeting "Thank you Card" for ministry	John and Fr. Bill Matt Susan Emily Jaime Fr. Bill Jason and Mary Bob
February	4 14 15 24	Stewardship Committee Meeting @ 7:30pm Religious Education "Valentines Day" Stewardship lesson Welcome event for new members Stewardship Reflections in Bulletin General Intercession for Knights of Columbus and Youth Group Stewardship Prayer at Masses "Thank you Card" for ministry	John/Fr. Bill Susan Emily Jaime Bob and Matt Fr. Bill Jason and Mary
March	3 10 15 26 30	Stewardship Committee Meeting @ 7:30pm Announce Lenten "Thank You God" Campaign Arrange "Thank You God" Wall (each weekend) Welcome event for new members Clergy roundtable meeting Stewardship Reflections in Bulletin General Intercession for Knights of Columbus and Youth Group Stewardship Prayer at Masses	John and Fr. Bill Bob Jason, Bob and Matt Susan Jason and Mary Emily Jaime Fr. Bill
April	5 8 24 28 30	Stewardship Committee Meeting @ 7:30pm Welcome event for new members Stewardship Article in Bulletin General Intercession for (ministry) Stewardship Prayer at Masses Announce Children's Poster Contest "Thank you Card" for ministry	John and Fr. Bill Susan Emily Jaime Fr. Bill Bob Matt
May	4 10 25 26 30 31	Stewardship Committee Meeting @ 7:30pm Welcome event for new members Stewardship Article in Bulletin General Intercession for Knights of Columbus and Youth Group Stewardship Prayer at Masses Clergy roundtable meeting Announce Poster Winners and displays "Thank you Card" for ministry	John and Fr. Bill Susan Emily Jaime Fr. Bill Jason and Mary Bob Matt
June		Take a break!	

July	3	Stewardship Committee Meeting @ 7:30pm	John and Fr. Bill
	10	Welcome event for new members	Susan
		Order new materials for information racks	Matt
	15	Stewardship Reflections in Bulletin	Emily
		General Intercession for (ministry)	Jaime
	26	Stewardship Prayer at Masses	Fr. Bill
	30	Clergy roundtable meeting	Jason and Mary
		Religious Education lesson	Bob and Matt
August	5	Stewardship Committee Meeting @ 7:30pm	John and Fr. Bill
		Welcome event for new members	Susan
	8	Stewardship Article in Bulletin	Jason and Mary
	24	General Intercessions for	Emily
	30	Stewardship Prayer at Mass	Fr. Bill
		“Thank you Card” for ministry	Matt
September		Stewardship Committee Meeting @ 7:30pm	John and Fr. Bill
		RENEWAL CALENDAR IN EFFECT	
October		Stewardship Committee Meeting @ 7:30pm	John and Fr. Bill
		RENEWAL CALENDAR IN EFFECT	
November	6	Stewardship Committee Meeting @ 7:30pm	John and Fr. Bill
	13	Welcome event for new members	Susan
	21	Stewardship Article in Bulletin	Emily
		General Intercessions for	Jaime
		26	Stewardship Prayer at Mass
		“Thank you Card” for ministry	Matt
December	3	Stewardship Committee Meeting @ 7:30pm	John and Fr. Bill
	10	Welcome event for new members	Susan
	12	Clergy Roundtable	Jason and Mary
	15	Stewardship Article in Bulletin	Emily
		General Intercessions for	Jaime
		30	Stewardship Prayer at Mass
		The Gift of Jesus Religious Education Lesson	Bob and Matt

Now it is time to build your own annual stewardship calendar. Remember, the stewardship committee can become one of the busiest committees in a parish, so be prepared to invite more members of your parish to join on this exciting team.

Be as creative as you can – the more ways we can think of to educate our parishioners, the fuller their understanding of stewardship will become and the more parish life will flourish!