

# Stewardship and Development Office



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**Director: Position Currently Vacant**



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## **Purpose of the Office**

Everything we have is a gift from God. Stewardship is embracing the responsibility to accept those gifts from God, care for those gifts, share those gifts with others, and return those gifts with increase to our Lord. The purpose of the Stewardship and Development Office is to foster the faithful stewardship of time, talent, and treasure in the Diocese that it may always serve to build up the Body of Christ.

## **Work of the Office**

- Plans and conducts programs to promote the understanding and practice of Christian Stewardship in the Diocese of La Crosse.
- Provides to diocesan institutions consultation on marketing, public relations, recruitment, endowment trust, foundation grants and estate planning.
- Coordinates the activities of the Diocesan Annual Appeal.
- Coordinates the We Belong to Christ Capital Campaign.

*“As each one has received a gift, use it to serve one another as good stewards of God’s varied grace. -1 Peter 4:10*

# Diocesan Annual Appeal



## **What is the Purpose of the Diocesan Annual Appeal?**

We are called to be good stewards of the gifts that God has given us. Through the generosity of the faithful, the Annual Appeal provides funding for charitable and ministerial work in our Diocese, so that we are truly able to serve the people of God in our area and beyond.

## **What are the Components?**

Each parish has a mandatory goal

- Funds collected beyond a parish's goal are returned to the parish for its own ministry.
- In 2009/2010 over \$5,000,000 was pledged
- Brochures, pledge cards, posters, videos, and manuals are provided to every parish.
- Over \$500,000 was distributed to parishes in rebates from the 2009/2010 Appeal

## **When is the Diocesan Annual Appeal Held?**

The Diocesan Annual Appeal begins in the fall of each year, with the continuation of the collection of funds continuing until the end of the fiscal year which is June 30<sup>th</sup>.

## **For Whom is the Diocesan Annual Appeal Intended?**

Every registered household in the Diocese of La Crosse is asked to participate. Typically 35% of our households make a gift, with an average amount of \$210.

“From everyone to whom much has been given, much will be required;  
and from the one to whom much has been entrusted, even more will be demanded.”

*Luke 12:48*

# We Belong to Christ Campaign



## **Purpose of the Capital Campaign**

The Capital Campaign is to provide for the extraordinary temporal needs of our parishes, Catholic schools, and the Diocese of La Crosse so that they can further their mission to do Christ's work.

## **What are the Components?**

- The \$50,000,000 campaign included a separate statement of need for each parish, along with the needs of the Diocese. The campaign has received \$51,000,000 in pledges.
- In general, 80% of the funds were returned to the parishes for their specific needs and 20% of the funds were to fund Diocesan initiatives.
- Every parish had a separate campaign committee.
- Formation in Stewardship as a way of life was presented in every parish over a five-week period.

## **What is the Time Frame of the Capital Campaign?**

The Capital Campaign began in 2006 and will end in 2012.

## **For Whom is the Capital Campaign Intended?**

Every parish was asked to participate in the Capital Campaign.

“How shall I make a return to the Lord for all the blessings He has bestowed on me?  
Psalm 116:12

# Diocesan Gift Guide



## **Purpose of the Diocesan Gift Guide**

Stewardship is embracing the responsibility to accept the gifts we have received from God, care for those gifts, share those gifts with others, and return those gifts with increase to our Lord. The Diocesan Gift Guide encourages good stewardship by asking people to donate gently used items for the use of our parishes schools, the Diocese and Catholic Charities. Not everyone is able to contribute financially, but many of us have items that we are not using that can be shared with others.

## **What are the Components?**

Each parish or institution is asked to share a list of needed items with the Stewardship Office. This list is published as a four-page insert in the Catholic Times in November and is also placed in electronic form on our Diocesan web site.

## **When is this Initiative Held?**

The Stewardship Office asks for these lists beginning in late September.

## **Who May Participate?**

The goal is to make the list available to all registered Catholics in our Diocese

Jesus said, "Give and it will be given to you.  
A good measure, pressed down, shaken together, running over, will be put into your lap;  
for the measure you give will be the measure you get back."

*Luke 6:38*

## Programs and Presentations available to Parishes and Catholic Schools

### *Stewardship as a Way of Life*

#### **What is the Purpose of the Programs and Presentations on Stewardship?**

It is essential that we be formed in the proper stewardship of the gifts that we have been given. The purpose of the Programs and Presentations offered by Office of Stewardship and Development is to communicate good stewardship as a way of life that actualizes one's own mission and assists the mission of the Church.

#### **What are the Components?**

- Diocesan Annual Appeal
- We Belong to Christ Campaign
- Planned Giving
  - Will Seminars
  - Charitable Gift Annuities
- Annual Giving/Alumni Giving for Schools
- Parish Increased Offertory Programs
- Stewardship of Time, Talent and Treasure
- Endowment Campaigns
- Capital Campaigns
- SWOT Analysis: Bringing out Parish Strengths, Weaknesses, Opportunities, and Threats. This is the first step leading to Parish Strategic Planning.

#### **When is this Training and Formation Held?**

Sessions are held by request and on location in the parish, Catholic School, or deanery.

#### **Who May Attend?**

All of the Catholic faithful interested in being formed in Good Stewardship as a Way of Life are encouraged to attend.

*“Becoming a disciple of Jesus Christ leads naturally to the practice of stewardship. These linked realities, discipleship and stewardship, then make up the fabric of a Christian life in which each day is lived in an intimate, personal relationship with the Lord.”*

*-Stewardship: A Disciple's Response, A Pastoral Letter on Stewardship, p. 14  
United States Conference of Catholic Bishops*