



GREEK ORTHODOX ARCHDIOCESE OF AMERICA

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METROPOLIS OF CHICAGO

# OWNERSHIP

KEY COMPONENTS

# **OWNERSHIP = TOTAL SUPPORT/COMMITMENT**

Ownership of the Parish's Stewardship Vision/Strategy  
Requires Total Support/Commitment by the Parish  
Priest(s) and Parish Leaders



# DIVERSE STEWARDSHIP COMMITTEE

- Stewardship Committee
  - ❖ 4-12 + members of all ages and backgrounds, including non- (or-not-yet) Orthodox
    - ❖ Parish Priest to be an active participant
    - ❖ Meet at regular intervals
- Be Open to Change/Innovation
  - ❖ Develop a Stewardship Vision/Strategy & Message
    - ❖ Socialize the Vision/Strategy
    - ❖ Evaluate strengths and weaknesses of the strategy periodically & change as appropriate

# DEVELOP MATERIALS ANNUALLY

- Campaign Resources from the Archdiocese (material may be tailored to fit the Parish's needs)
- Kiosk at church (a centralized point of information for all programs and activities at church, including material on Stewardship)
- Create a user-friendly Web Presence.





# COMMUNICATION

- ❖ Do not start with “the ask”
  - ❖ Use U.S. mail, email, podcasts, bulletin, newsletter, web, and other forms of communication to:
    - ❖ Tell the story of your Parish
    - ❖ Discuss programs, goals, support of philanthropic causes
    - ❖ Focus on all aspects of Stewardship: Time, Talent & Treasure
  - ❖ The ask may be: “Help us achieve our goals by being a Steward”



# CONFIDENTIALITY

Commit, ensure and communicate that the Stewardship financial commitment of each individual/family is kept in confidence



# TRANSPARENCY & ACCOUNTABILITY

- Build Trust:
  - ❖ Ensure accounting is accurate
  - ❖ Disclose expenditures periodically

On the basis of studies reported in *Passing the Plate: Why American Christians Don't Give Away More Money* (New York: Oxford UP, 2008), sociologists Christian Smith and Michael Emerson concluded:

“[A] significant increase in the public transparency, accountability, and institutionalized credibility of the many religious and charitable causes and organizations to which American Christians might consider giving money would have the real effect over time of considerably increasing the amount of money they give.” (143)

# ACKNOWLEDGE & CELEBRATE

- Express thankfulness as often and in as many ways as possible—
  - ❖ Thank you letters
  - ❖ Thank you notes
  - ❖ Post cards
  - ❖ Telephone Calls
- Celebrate Time/Talent/Treasure
  - ❖ Celebrate Time/Talent/Treasure
  - ❖ Public recognition of Parishioners who give of time & talent
  - ❖ Appreciation brunch, luncheon, picnic
  - ❖ Post alphabetical list of Stewards



# **OWNERSHIP, ENGAGEMENT & GENEROSITY**

Together, they Strengthen Stewardship and of giving of Time, Talent & Treasure