

MISSIONARY LEADER *Update*

**Archdiocese of Milwaukee
Office of Missionary Planning & Leadership**

The *Update* is sent monthly via email. It is designed to inspire, inform, engage, and empower leaders in the Archdiocese of Milwaukee so that they are equipped for mission-driven/data-informed planning and leadership.



INSIDE:

Planning for a Post-Pandemic World..... 1

Review Council Norms and Appendices 2

Talk Back Question 3

Synod Anniversary Event.. 3

Talk Back Response 3

Missionary Planning and Leadership’s Resources 4

Pastoral and Finance Council Appendices 4

Archdiocesan Pastoral Council (APC) Meeting..... 5

MissionInsite Musings 6

Catholic Comeback Enters Phase 2 7

Parishes and Schools: Are Your MissionInsite Users Accurate? 7

Missionary Planning and Leadership Contact Information 7

Holy Light at the End of the Tunnel Planning for a Post-Pandemic World

By Rich Harter, M.T.S.
Director of Missionary Planning and Leadership

Thanks be to God! We can now say that there is light at the end of the pandemic tunnel. Vaccines have been approved and are on their way to front line workers. Soon, more vaccines will be on their way to the second tier people, and, over the next five months or so, the vaccine will make its way to the general population. **It is now possible to imagine a Post-Covid 19 world!**



So it is now time for parish leaders to start planning for a post-pandemic re-entry into parish life. Of course, it is very tempting to simply “plan to get back to normal.” After all, we had to navigate through stormy and uncharted waters these many months, and who wouldn’t want the comfort and safety of the calm seas of normalcy. I pray that the Father not lead us into this temptation.

It is precisely because things have been abnormal for so long that we need to lead toward something other than “getting back to normal.” The norm has been broken. The regular is irregular. Habits are no longer habitual. The community has been scattered and, for some, even Mass has become optional at best and irrelevant at worst. **Things are not normal so we need to lead and plan accordingly.**

With all of this in mind, I would like to suggest that pastors, councils, and parish leaders use the coming few months to intentionally and strategically plan toward two critical questions. The first relates to re-building the parish community: **“What new things will we do to build and rebuild communal relationships of trust, belonging, and friendship?”**

The second question relates to the Church’s primary task of evangelization: **“What new things will we do to help people discover and rediscover that Jesus is Good News for their lives?”** Beware! The answer is not an “Introduction to Catholicism.” This question points to what the Church refers to as “Kerygmatic Preaching,” that is, inviting people to encounter Jesus in a personal and life-changing way.

It seems to me that community-building and kerygmatic evangelization should be uppermost in our minds, so that we can have our plans ready when people are able and willing to re-engage with us. **Better yet, let’s plan to be the ones taking the initiative to reach out and engage them first!** Let’s “Go and make disciples” as Jesus has commissioned us. It’s time to be new and bold and innovative!

► Continued on page 6.

The Start of a New Year A Great Time to Review Council Norms and Appendices!

By Laura Engel, Associate Director
Missionary Planning and Leadership

Thank you to all parishes that submitted updated Appendices to us by year end 2020! As mentioned in prior newsletters, Archbishop ListECKI approved new Norms for the Finance Council and Pastoral Council last spring. You can access them (in both English and Spanish) on the [Finance Council and Pastoral Council Norms web page](#). Updated instructions and templates for the Appendices are available on the same web page.



As meetings resume after the holidays and post-pandemic planning begins, each Parish Pastoral Council and Finance Council should review the Norms for compliance and completion of the appropriate appendices as necessary.

Basic review of the Norms documents should begin with Purpose and Membership requirements. Here are a few highlights from the Norms:

PASTORAL COUNCIL NORMS PURPOSE

- 1.1 The Council is a vehicle for the parish members to share in the pastoral mission of Jesus Christ and the Church in a specific location in the Archdiocese. It does this by developing Catholic identity, promoting evangelization, and fostering stewardship.
- 1.2 The Council strives to build a community of disciples who recognize their baptismal calls to lives of holiness, witness and service.
- 1.3 The Council engages in a continual process of pastoral planning, which takes into account the needs and priorities of its parishioners, the Archdiocese, the broader community, and the world.

MEMBERSHIP

- 3.1 The Council is comprised in one of two ways:
 - a. If there is one parish, the *ex officio* members and at least twice their number of at-large members comprise the Council.
 - b. If there are two or more parishes which functions as one Council, not more than two-thirds *ex officio* members and one at-large representative from each parish.

- 3.2 All members must meet these qualifications:
 - a. Baptized, practicing Catholic
 - b. Registered members of the parish
 - c. Participants in the parish worship life, especially Mass and the sacraments
 - d. At least 18 years of age
 - e. Served for at least one year on a commission or committee of a parish (*optional*)

NOMINATION AND SELECTION OF NEW MEMBERS

- 4.1 At-large members may be selected in one of two ways: annual selection or every three years.
 - a. With annual selection, each year one-third of the at-large members are selected to serve three-year terms. Terms are staggered for a gradual introduction of new members.
 - b. With a selection each three years, all at-large members are selected to serve terms at the same time. Terms are consecutive so that the same council members work together for at least three years.
- 4.2 Parish employees and their immediate family members are ineligible to serve on the Council. Husband and wife, siblings or parent and child may not serve together on the Parish Pastoral Council.

FINANCE COUNCIL NORMS PURPOSE

- 1.1 The Council provides advice and guidance to the pastor in the administration of parish assets.
- 1.2 The Council prepares the parish budget, any budgets for extraordinary expenditures, and reviews financial statements.
- 1.3 The Council monitors the financial condition of the parish, including regular financial reviews/audits as well as the internal financial controls by following the recommendations in the audit/review.

MEMBERSHIP

- 3.1 The Council is comprised of not less than 5 nor more than 9 members.
- 3.2 All members must meet the following qualifications:

► Continued from page 2.

- a. Baptized, practicing Catholics
- b. Registered members of the parish
- c. Participants in the parish worship life, especially Mass and the sacraments
- d. At least 25 years of age
- e. Selected because of their familiarity with financial matters and related expertise

SELECTION OF NEW MEMBERS

- 4.1 Each spring, at-large members are selected for three-year terms of office. At a regular meeting of the Pastoral Council, following its customary practice for the selection of officers,

Council representatives are selected. The pastor's appointees should also be announced at this meeting.

- 4.2 Parish employees, their immediate family members, and the chairperson of the Parish Pastoral Council are ineligible to serve on the Council. Husband and wife, siblings or parent and child may not serve together on the Parish Finance Council.

These norms call for a commitment and partnership of pastors, deacons, pastoral staffs, councils, commissions and committees to carry out the mission of the Church. Service on a council is both an honor and a challenge, to help a parish carry out the mission of Jesus Christ and the Church more effectively than before.

If you or your councils have any questions regarding the Norms or Appendix requirements, please contact us.

Talk Back Question

What's your new Post-Pandemic plan for the Lord?

We hope to hear from you. Email your answer, however short or long, to planningcouncils@archmil.org. **NOTE:** If any answers are posted in a future issue, no source will be listed. All answers are anonymous.



Synod Anniversary Event Will be Celebrated in 2021

The Synod Anniversary Event, originally scheduled in May of last year – and then rescheduled for December 5, 2020 – will now be celebrated this year: June 5, 2021 (back-up date, October 23, 2021). The event will be held at the Mary Mother of the Church Pastoral Center, St. Francis, and is targeted to key leaders from parishes, schools, and Catholic institutions and organizations. Archbishop Jerome Listocki and Bishop Donald Hying will both serve as keynote speakers for this event. You may register at [2021 Synod Anniversary](https://www.archdiocese.org/synod-anniversary). Contact Rosalita Villa, villar@archmil.org or 414-758-2217, should you have questions or wish additional information.



Talk Back November 2020 Response

Here is the response from last month's question.

The invisible people in our parish are seniors who are unable to come to the parish because of their age and other health conditions that put them at risk. We are reaching out to these "invisible" people by having every Mass live on Zoom, whether it's weekday, weekend, or a funeral Mass. We also have a lot of people who are not connected electronically. We set up a phone calling system where volunteers were each given a list of parishioners to call weekly. While it has tapered off some now so that it's not always weekly, they continue to call, especially when there is something very important to tell them about. We also have been doing more bulk mailings to parishioners in order to get critical information out to everyone. We are mailing the bulletin to more people than normal so those who can't get it online and can't come to Mass can still get it if they want. Our parish nurse and pastoral minister also call a lot of homebound people regularly, so people most in need of a connection to the parish get called at least once weekly and often more frequently. Our nurse and pastoral minister also send out cards via snail mail to some people to let them know we're thinking of them.

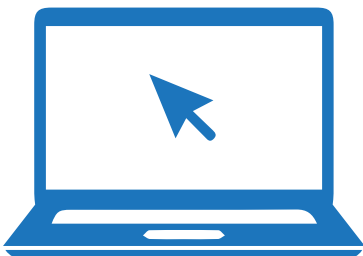
We appreciate all comments!



Missionary Planning and Leadership's Resources

- The Office of Missionary Planning and Leadership is here to help you. Be sure to take advantage of the many resources that are already on the Archdiocesan website. Check out the [Missionary Planning and Leadership web page](#) and then click on the box that can best help you.
- [Strategic Missionary Planning](#) includes PowerPoint presentations, deanery maps and reports, such as Mass Attendance, Parish Baptism, and more.
- [MissionInsite Data](#) includes PowerPoint instructions, data use and analysis articles, and PowerPoint presentations.
- [Transition and Organization Health Coaching](#) includes a merger manual, future parish models and future parish leadership models.
- [Pastoral Councils, Norms, and Guidelines](#) includes the Pastoral and Finance Councils norms, appendices, parish councils manual, parish trustee manual, parish commissions and committees manual, as well as Missionary Leader Update, and more.
- [Archdiocesan Pastoral Council](#) includes the eleven deaneries, as well as information on the next parish deanery meeting and past deanery reports.
- [Post-2020 Planning](#) includes articles written by Rich Harter to assist you with the Post-2020 planning process.

When you have a chance, check out these pages and resources.



Update & Submit Pastoral and Finance Council Appendices

Reminder: If you haven't already submitted them, we need your updated Pastoral Council and Finance Council appendices. The new year is the perfect time for your two councils to review and update their appendices. If you do not have your current appendices on file and want to review them, contact Susan Skibba, and she can send you what we have in our files.



Archbishop Listecki approved the new Norms for the Finance Council and Pastoral Council on March 2, 2020. You can access them (in both English and Spanish) on the [Finance Council and Pastoral Council Norms web page](#). We suggest that you print a hard copy for your parish files.

Along with the updated Norms, we have updated the instructions and templates for the appendices that go with the Norms (available on the same web page). *Norms never change; the appendices have sections to update to fit your parish or multi-parish community.*

Two things to note:

- Be sure to use the updated template, which means the updated Archdiocesan logo. If we receive an appendix with the old logo, it means more work for our office as we have to check that all parts of the current appendix template are included.
- Multi-parish communities may have a combined Pastoral Council and, therefore, a combined Pastoral Council Appendix. Each parish must have its own Finance Council and Finance Council appendix.

SUGGESTION FROM A PARISH TO UPDATE APPENDICES

To keep the process as efficient as possible, one parish Pastoral Council set up an ad hoc committee that updated the appendix and then at the next Council meeting, presented the updated appendix, reported on its changes and asked for approval by the whole Council. The ad hoc committee had the previous appendix and compared it to the template, making the process easier since many things had not changed. The committee drafted the template in one evening, and then one member typed it for presentation. This might work for your parish.

WHEN OPENING THE DOCUMENTS

When some people click on the document it opens as you would expect. However, some have contacted us with problems.

If you get a message that *this file does not have an app associated with it for performing this action*, you can still access the form(s) with some additional steps, basically, because the computer doesn't know how to open the file (even though it is a Word document). If you receive that message:

Highlights from the December 5, 2020 Archdiocesan Pastoral Council (APC) Meeting

The Council met with Archbishop ListECKI via Zoom. These were the items discussed and the actions taken.



- Missionary Planning and Leadership** – Rich Harter (harterr@archmil.org), Director of Missionary Planning and Leadership, presented and stated the office mission is to equip leaders and parishes for making disciples. The office serves parishes in helping them to plan and lead for mission. This takes place by guiding them through intentional “data-informed and mission-driven” planning, and providing leadership training to help them lead with mission in mind. Eight guiding principles drive the office. The Office of Missionary Planning and Leadership is also engaged in formulating a Post 2020 Plan for the Archdiocese of Milwaukee. To assist parishes, the office provides many tools, resources and services, including: MissionInsite, 15-year parish summary report (as well as other reports), Disciple Maker Index, Leadership Development process, manuals for parish councils, trustees and committees, norms and appendices for parish councils, and various leadership services.
- Evangelization** – Pete Burds (burdsp@archmil.org), Director of Evangelization, presented that although the office works with youths, for this presentation he covered parishes and adult evangelization. The office has a three-prong approach to work with parishes: Vision/Strategy, Sending Disciples to be disciple makers, and Calling Others to fall in love with Jesus. Discipleship is a long process, not a quick fix. Resources that help for discipleship include,

Anatomy of a Catholic Disciple, discipleship groups, Missionary Discipleship Institutes that support and equip disciples; Healing the Whole Person, a 3-day retreat; and Called & Gifted Workshop to help parish leaders identify God-given gifts/charisms.

- Date to Mark Down** – June 5, 2021 – Synod Anniversary Celebration, now a half day event.
- Sunday Mass Initiative** – For this initiative, many resources will be available, starting at Christmas and going through Easter, including: Christmas Card, One Percent Prayer, *The Gift of Sunday* Theological Reflection and Study Guide, Ash Wednesday Card, Lenten Mission (on Wednesday, March 3, 2021), Lenten Day of Reconciliation (on Wednesday, March 24, 2021), and *The Gift of Sunday*, “*Sunday Is*” booklet. Most of the resources will be available in English and Spanish.
- McCarrick Report** – The archdiocese has not had much response to it, most likely since we have done so much at the archdiocese and remain vigilant.
- Racism** – We need to address racism from a spiritual aspect. See the USCCB web page at <https://www.usccb.org/committees/ad-hoc-committee-against-racism>.
- Love One Another Campaign** – The campaign was suspended due to COVID-19 but was not ended. The archdiocese will examine when to restart it. Parishes will need support, and some may need to redo their case statements.

The next meeting of the Archdiocesan Pastoral Council will be held on March 13, 2021.

► Continued from page 4.

- Go back to the downloaded form that appears at the bottom of your screen.
- Right click on it and choose “show in folder.” This will bring up your “Download” folder.
- Double-click on the document. That will bring up a box

asking how to open the file.

- Click on “Word 2016” and “OK.” That will open the file.

All parishes should submit the appendices as soon as possible to Susan Skibba, Project & MissionInsite Coordinator. Contact her with any questions (including problems in opening the documents) at either skibbas@archmil.org or 414-769-3355.

MissionInsite Musings

Should I Purchase an Address List?

By Susan Skibba, Project and MissionInsite Coordinator
Missionary Planning and Leadership

All schools and parishes are watching their money more than ever right now. To help parishes and schools with planning and strategy, the Archdiocese picks up the cost of MissionInsite and its available reports. The *only* cost to parishes and schools are address lists to be used for mailings. You may want a mailing list for potential school parents or a ministry that serves the elderly. **NOTE:** This would be a list separate from your own parishioner or school list, although some may be on your list, as well as on a MissionInsite list.



As of December 2020, MissionInsite refreshed its mailing data, and so now might be the time to consider this option.

Some things to know about MissionInsite mailing lists:

- MissionInsite licenses mailing list data from Epsilon's TotalSource Plus™; the mailing list data is separate from any data provided to them by their clients.
- Information is updated regularly.
- Lists offer data points on more than 119 million US households and over 200 million individuals.
- The address database contains information for approximately 90% of the households in the US.
- Although TotalSource Plus™ demographic data has an accuracy of 91% of the records, consumer address lists may have a margin of error of between 10% and 15%.
- Minimum cost is \$50 for 500 addresses or \$0.10 per record. As you increase the number of records, the cost is lowered per record.

Benefits of a mailing list can be:

- Communicate directly with your audience (outside your parish or school lists) through a letter or postcard.
- Target certain geographies and demographics you want to reach.
- Build relationships by welcoming others to your community.
- Reach a broader audience than social media.
- Educate, inspire and engage others.
- Increase parish or school enrollment.
- Foster or enhance a positive image in the community.

To purchase an Address List:

- Click on Purchase Address List on main page with cubes.
- Click box that you have read details (some of the items listed above) and then click *Next*.
- Choose type of geography (*predefined borders OR Radius or Polygon I Draw*).
- Depending on which type of geography, either choose predefined or enter address and then click *Next*.
- Choose what kind of households you are targeting. The more specific you are, the better the mailing list will suit your purposes. Top choices include:
 - Primary Gender
 - Marital Status
 - Head of Household Age
 - Children in Household (important for school lists)
 - **NOTE:** To see all categories, scroll down and click on "show all" There is no "religion" category
- For each category, you can click on multiple choices. When done, click *Next*.
- The next part may take some time depending on area and choices. When calculated, it will show the number of available records. You can change the number of *Desired Records*. Example, 1,900 are available, but you only want 1,000 addresses on your list.
- Review section comes up where you can change anything. After that click *Next* to finish.

As always, if you have any questions or would like to see a MissionInsite topic covered, contact Susan Skibba, MissionInsite Coordinator, at either 414-769-3355 or skibbas@archmil.org.

► [Continued from page 1.](#)

Remember the Holy Spirit is blowing boldly in and around us. We can do this with God's help! **But we need to plan and lead toward the newness that God wants to bring forth.** It's a cliché, but it is true that "failure to plan is a plan to fail." The Lord is counting on us. We are called to go and make disciples, especially now when people long for Good News in a lost, suffering, and broken world.

What's your new Post-Pandemic plan for the Lord? If you would like assistance with this or any other planning and leadership initiatives, feel free to contact me.

Office Services of Missionary Planning and Leadership

The Office of Missionary Planning and Leadership serves parishes in the following ways:

- Provide vision and training for centering a parish on mission
- Provide training to equip leaders for missionary leadership
- Provide coaching on organizational best practices and team-building
- Provide strategic missionary planning for parishes
- Walk parishes through the Building Commission proxy process
- Provide parishes with MissionInsite “Big Data” reports
- Walk with leaders through mergers, multi-parish configurations, and transitions
- Provide norms for parishes on Pastoral Councils, Finance Councils, and Parish Committees
- Provide manuals and training to Pastoral Councils, Finance Councils, and Trustees

The Office of Missionary Planning and Leadership serves the archdiocese in the following ways:

- Articulate and implement a parish and school plan for Post-2020
- Coordinate the Archdiocesan Pastoral Council

Catholic Comeback Updates

To keep on top of all of the information check out the [Catholic Comeback web page](#) for its many useful resources, including:



- [Updates for Parishes](#)
- [Updates for Schools.](#)

Parishes and Schools: Are Your MissionInsite Users Accurate?

As stated on page 6, the latest census of parishioners have been uploaded into MissionInsite. Whenever there were five or more post office box numbers only for addresses, the MissionInsite users for a parish were informed. I heard back from a couple of parishes that people we had as MissionInsite users were either no longer staff or parish members.

Now is a good time to *review your registered MissionInsite users*. If any have changed, please let me know so that I can update the records, not only on MissionInsite, but in the Arch database. Also, if some have left and you would like new people registered to become a new MissionInsite user, contact me and I will send you the registration handout. Just send me, Susan Skibba, an email at skibbas@archmil.org.

Missionary Planning and Leadership Contact Information

For questions or to request services, please contact:

Rich Harter, Director of Missionary Planning and Leadership harterr@archmil.org, 414-758-2215

Laura Engel, Associate Director of Missionary Planning and Leadership engell@archmil.org, 414-769-3354

Susan Skibba, Project and MissionInsite Coordinator skibbas@archmil.org, 414-769-3355

Know that you can always come to us.

Contact Susan Skibba at skibbas@archmil.org if you know someone who would be interested in receiving the *Missionary Leader Update*.

