AIMING FOR IMPACT!
DATA DRIVEN STEWARDSHIP

JOHN STANLEY & BEN BRZESKI
Intense love does not measure, it just gives.

Mother Teresa
“Master, you handed over to me five talents; See, I have made five more talents.” His master said to him, “Well done, good and faithful servant; you have been trustworthy in a few things, I will put you in charge of many things; enter into the joy of your master.”

Matthew 25:20-21
For which of you, desiring to build a tower, does not first sit down and count the cost, whether he has enough to complete it?

Luke 14:28
Why “Data Driven?”
What might we measure?

You Are HERE
Why “Data Driven?”

Focus
Accountability
Wisdom
Celebration/Recalibration
Future Orientation
(i.e. Maintenance to Mission)
What Might We Measure?

• Benchmarking Best Practices in Stewardship
• Congregational Engagement
• Personal attitudes towards generosity
• Taking Action (i.e. Attending Mass, Serving in a Ministry, Joining a Small Group, etc.)
• Effectiveness of a Renewal Program
• Who are we serving? Who might we serve?
• Organizational Effectiveness & Best Practices
OUR STORY

• A Fresh Start
• Setting A Baseline
• Articulating A Plan:
  • A Clear Goal
  • Measurable Indicators
• Pre-Test & Post-Test
Mission:
Lead people to growth as mature Christian disciples by deepening engagement in prayer, service and sacrificial giving.

Vision:
All parishioners live intentional lives of holiness and generosity.
Plan Goal: *Drive an overall increase of engagement in parish life;*

Measurable Outcomes:
- Increase in Mass Attendance
- Increase in Ministry Involvement
- Increase in Financial Commitment
EARLY FRUITS

• Clarity on our History;
• Influence on Parish Planning;
• Cross-Departmental conversations;
• Increase in Ministry Involvement;
• Demonstrable, stable growth in financial support;
Best Practices
• Archdiocesan Office of Stewardship
• Leadership Network
• Book: *Making Stewardship a Way of Life*

Engagement
• Book: Growing an Engaged Church
• Gallup ME25 Survey
Personal Generosity Formation
- Book: *Connected for Good*
- Book: *Living Your Strengths*

Demography & Trend Research
- CARA: Center for Applied Research in the Apostolate
- MissionInsight
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Mother Teresa