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**Annual Stewardship Report**

**It Honors Parishioner Giving, Shows Parish Accountability and Celebrates Your Parish Accomplishments for the Last Year**

**What Is It?**

An Annual Parish Stewardship Report is an excellent tool for encouraging greater Stewardship. This annual Stewardship report should combine a parish financial statement with other information on parish giving, highlights of the past year, comments from the pastor and a discussion of parish volunteer efforts, mission and ministries. With careful planning a powerful message can usually be delivered in a four-page, 8½”x11” format.

The **Annual Stewardship Report** includes the annual financial report and other information that inspires the parishioners, thus encouraging greater participation in the parish:

* A letter of appreciation from the pastor.
* The parish Mission/Vision Statement.
* A list of parish statistics and fun facts. This helps parishioners see at a glance all that the parish accomplishes in a single year.
* A summary of the highlights from the last year – including important parish events, improvements and accomplishments.
* An Offertory report, including the number of households using envelopes, the number of households using on-line giving and the average weekly offertory amount.
* Information on the trends and realities that are contained in the annual **financial** report.
* A listing of all parish ministries and an estimate of the number of parishioners involved in each ministry.
* A listing of all parish fundraising activities, how much was raised and how the money was used. (This helps parishioners see that supporting a fundraising activity is often not the same as supporting the parish through offertory.)
* The names and contact information for parish staff or volunteers who can answer any questions about the report.

**When Should You Release the Annual Stewardship Report?**

* Release your report one week before Stewardship of Generosity begins.
* Some parishes have also found it helpful to create similar reports to distribute after all Christmas and EasterMasses. These reports – featuring more seasonal, welcoming and upcoming event messages– can put valuable information into the hands of parishioners who only visit your parish once or twice a year.

**Why Do We Need One?**

One of the primary reasons Catholics say they do not support their parish is because they do not know or understand how the money is used. A parish annual report should clearly answer that question. It should also provide enough good information about the work that is being done in the parish to motivate parishioners to become involved and invested in that work.

**Planning**

With the mission statement in mind:

* Identify theme
* Identify sections to be added or removed – include plenty of GRATITUDE
* Identify who is writing sections – include GRATITUDE – GRATITUDE – GRATITUDE
* Identify photos and/or graphics
* Confirm statistics

**Timeline**

* Identify the release date
* Identify production schedule

**Identify costs**

* Identify number of recipients
* Identify distribution media, i.e. print, website, social media
* Determine quantity for print
* Select paper
* Get bids from printers
* Confirm budget

**Measurement plan**

* Determine how you are going to measure the effectiveness of your annual report

**Design**

* Communicate timelines with Finance Council and other resources
* Choose what template to use, review with the committee
* Layout design and information – review with team
* Prepare final file for production

**Distribution**

Communicate timelines with Planning and Design

* Integration to all media
* Production and mailing
* Parish Office delivery

**Prepare for Next Year**

* Complete your Measurement Plan
* Distribute Measurement Plan Report to the committee