Catholic Charities USA

Working to Reduce Poverty in America.

PARISH SOCIAL MINISTRY TOOL KIT

GETTING GOING, ONGOING, AND GOING FURTHER

Parish Social Ministry Professional Interest Section, Catholic Charities USA

Introduction.....Page 3
Rachel Lustig. Sr. Vice President of Mission and Ministry, Catholic Charities USA

Chapter 1: How to Plan Your Parish Social Ministries…….……Page 5
Sr. Mary Lou Stubbs, DC. Parish Partnership Coordinator, Catholic Charities, Diocese of Ogdensburg, NY

Chapter 2: The Foundations of Parish Social Ministry……..Page 7
Lourdes Taglialatela. Director, Parish Social Ministry, St. Peter of Alcantara Church; Port Washington, NY

Chapter 3: Catholic Social Teaching…….Page 16
Sr. Mary Lou Stubbs, DC. Parish Partnership Coordinator, Catholic Charities, Diocese of Ogdensburg, NY

Chapter 4: Parish Social Ministry, Public Policy Advocacy, and Social Justice Education……Page 20
Harry Ford. St. Peter the Apostle Church; Libertytown, MD

Chapter 5: Communications and Relationship Building……...Page 26
Shannon Kelly. Director of Community Partnerships, Catholic Charities of the Diocese of Albany, NY

Chapter 6: Skill Development……Page 32
Therese Gustaitis. Director of Parish Social Ministry; Catholic Charities of West Tennessee, Memphis

Chapter 7: Prayers, Pennies, and Practical Advice……Page 42
Jacqueline Ogg. Director, Outreach and Community Relations Division:
Catholic Charities of the Archdiocese of Washington and
Br. Steve Herro, O. Praem. Manager of Mission and Ministry, Catholic Charities USA

Appendices:
About the authors……...….Page 50
Glossary of terms……..……..Page 51
Suggested reading list and websites……Page 52

Introduction

Sacred scripture consistently calls us to care for poor people and work for justice. The call is reinforced in our liturgy and the sacraments. So consistent is the call to compassionate discipleship that it resounds in the heart of Catholics. It is a part of who we are. It is part of what we do.

As a community of believers, we come together and practice our faith. We regularly gather in prayer, worship and fellowship. So too, the parish comes together to practice the social mission of our faith. Like many relief, development, organizing and advocacy efforts, the parish provides a service to the community that protects the sacredness of life and the dignity of people and strengthens the common good. Together we follow Christ who proclaimed as he began his ministry, "The Spirit of the Lord is upon me, because he has anointed me to bring glad tidings to the poor. He has sent me to proclaim liberty to captives and recovery of sight to the blind, to let the oppressed go free," (Lk 4: 18).

Our practice of social ministry has an additional benefit that it brings us closer to God. As Pope Benedict articulated in his first encyclical, "Only my readiness to encounter my neighbor and to show him love makes me sensitive to God as well," (*Deus Caritas Est* #18). How we grow in love of God is intimately linked to growing in love with our neighbors. Led by the Word of God, the life and ministry of Jesus Christ, and the teaching and living witness of the Church, the parish advances the causes of love, life, justice, freedom and peace. As a community, the parish takes what we have learned from the Gospels and draws from the strength of the encounter that we have with God in the sacraments and puts into practice our love for God by showing our love for one another.

Yet, parish social ministry can be challenging. With so many compelling needs and sources of injustice, it can be difficult to determine what a parish can do, where to begin, how to respond. It can also be difficult to preserve the spiritual nature of the ministry; the urgent needs of the moment can become over consuming and detrimental to the slow, disciplined work of spiritual practice.

Despite these challenges, parish social ministry is flourishing. In their 1994 statement, U.S Bishops spoke with great pride abou parish social ministry across the country, "One of the most encouraging signs of the gospel at work in our midst is the vitality and quality of social justice ministries in our parishes. Across the country, countless local communities of faith are serving those in need, working for justice, and sharing our social teaching as never before," (*Communities of Salt and Light: Reflections on the Social Mission of the Parish*, 1994).

The critical nature of this ministry and the changing nature of our society require that that we constantly evolve and improve. Catholic Charities USA's Parish Social Ministry Section is committed to providing space for our members to develop skills and utilize resources that will help them respond to the urgent call of the Gospel in our time. In this tool kit, you will find a collection of strategies and resources that have been developed by parish social ministry leaders from across the country. These strategies have been tested in parishes and dioceses across the country and are shared to help you build a unique ministry that responds to the needs of the time and place utilizing the gifts and interests of the parish.

On behalf of Catholic Charities USA, I sincerely thank the Parish Social Ministry Professional Interest Section Publications Team for this tremendous gift to our section and the wider Church: Chair Therese Gustaitis (Catholic Charities, West Tennessee); Lourdes Taglialatela (the Parish Community of St. Peter of Alcantara; Port Washington, NY); Harry Ford (St. Peter the Apostle Church; Libertytown , Diocese of Albany); and Br. Steve Herro, O. Praem. (Catholic Charities USA). Each conducted interviews, research, and drafting toward one or more chapters. Sr. Mary Lou and Br. Steve edited the work. Elias Kontogiannis (Graphic Designer, Catholic Charities USA) designed the front and back cover.

It is my deepest desire that we can continue to work together and build off of one another's contribution to this ministry. Together, may we strengthen the capacity of the Catholic community to build a more just and compassionate society.

Rachel Lustig, Sr. Vice President of Mission and Ministry, Catholic Charities USA
November 13, 2012

Chapter 1: How to Plan Your Parish Social Ministries

Sr. Mary Lou Stubbs, DC
Parish Partnership Coordinator, Catholic Charities, Ogdensburg

Every parish community is unique. Each has a different location, heritage, membership demographics, size, set of community issues, and selection of Spirit-given gifts. Though this publication can provide principles and tools, every pastoral situation is unique. This means that even though there are some great principles and tools that this toolkit can provide you; and even though there are also some wonderful samples of supportive resources and potential ministries, you are in a unique reality.

Parish social ministers must fit and tailor ministries to the real issues in one's parish and/or community, what one has the desire to do, and what resources one can garner. In other words, ministries should be based on what is "needed, wanted, and possible." To do this, one needs a plan! The following guidelines and resources can help develop the plan. An outside facilitator is useful to get started—contact CCUSA's Parish Social Ministry office, (703) 549-1390, for help.

1.1 Guidelines

In order to develop effective and sustainable parish-based ministries, you have to have a planning process.

1.1.1 The **involvement** of multiple constituencies in the parish resulting in a sense of awareness and ownership in the process and in the results; a broad base of input, information and opportunity; a base of potential volunteers and participants; and ministries that are truly parish-based, not built on a specific volunteer or pastor

1.1.2 **Programs and activities** that will address real needs, expressed interest, and that have a good chance of being successful; ministries that are effective, sustainable, "owned" by the parish community, and a living expression of the Gospel in the Church today.

1.1.3 Tools for effective planning include clear vision, goals, program design, support system and evaluation processes; communication components that are transparent and keep the parish members aware of the status of the ministry development; celebration opportunities that share key steps and accomplishments and steps; and criteria for evaluation that allows programs to be adjusted if they are not moving toward the anticipated goals.

1.2 Parish-based ministry must be an intentional and organized process rooted in Catholic social teaching and the baptismal call to service; organized and maintained at the parish level, by parishioners, with clergy support; developed as a result of assessment of the

"needed, wanted, and possible" realities of the parish and local area; sustainable; inclusive of both service and advocacy around selected issues; and evaluated as needed for modification.

Resources

Picket, William L. The Concise Guide Series: A Concise Guide to Pastoral Planning: Notre Dame: Ave Maria Press, 2007.

Stubbs, Sr. Mary Lou, DC. "Community Planning Ingredients" 1999.

_____. "Parish Social Ministry Planning Ingredients" 2012.

_____. "Planning for Effective Ministries" 2012.

Ulrich, Tom. *Parish Social Ministry: Strategies for Success*. Notre Dame: Ave Maria Press, 2001.

Chapter 2: The Foundations of Parish Social Ministry

Lourdes Taglialatela
Director, Parish Social Ministry (St. Peter of Alcantara Church; Port Washington, NY)

Parish social ministry (aka "outreach" or "peace and social justice") is the very core of our baptismal call to help the poor people. It helps the parish community to not only understand what it is to "be neighbor," but how to act on it. It is a ministry that is rooted in service. "I have set you an example that you should do as I have done for you," (Jn 13:15). The ministry and those involved should value and support the inherit dignity and interdependence of all people.

Parish social ministry gives us, as disciples of Christ, the vehicle to minister to the diverse needs of the most vulnerable of our brothers and sisters. Our primary responsibility is to build parish leadership and participation in the community by involving people in various aspects of parish social ministry from direct service to social justice and advocacy to using the principles of Catholic social teaching.

The following sections describe important elements of parish social ministry.

2. 1 What is a parish social minister?

Whether called a parish social minister, parish social ministry coordinator/manager/director, outreach coordinator, peace and justice coordinator, etc., the individual is rooted in Catholic social teaching and the Gospel. Both leader and manager, the minister is someone who wants to serve others for God's glory and is compelled and committed to help those in need while being a voice for the voiceless and an advocate for social justice. This person must not only be compassionate, but must also possess business and management skills: planning, budgeting, organizing, recruiting, delegating, training and supervising. Two sample job descriptions are included in this chapter.

2.2 What is stewardship?

In earlier times, stewardship was simply defined in terms of volunteering. Theological reflection offers additional insights; the life of a Christian steward models the life of Christ. It is a life of responsibility to do what Christ asked us to do, to love one another as He loved us. Sharing one's God given time and the talents is a pure act of faith, trust and worship. To summarize the National Conference of Catholic Bishops 1993 pastoral *To Be a Christian Steward:* a steward accepts and receives the gifts bestowed upon them through the Holy Spirit with an open and grateful heart; a steward then nurtures and further develops his or her gifts through ongoing education and formation, learning how to be better stewards of their gifts; a steward willingly imparts those gifts with love, compassion and a sense of rectitude, particularly with our less fortunate brothers and sisters within their community and abroad; and a steward shares these talents with the Lord's Bride, one's own parish community and the wider Church.

Keep the focus on the how, not necessarily the what, of stewardship, in order to deepen one's relationship to God and others. A spiritual director, parish stewardship director, or online tools and publications may be helpful. Some are cited at the end of this chapter.

Jesus mentioned to his disciples, "Remain united to me, and I will remain united to you. A branch cannot bear fruit by itself; it can do so only if it remains in the vine. In the same way you cannot bear fruit unless you remain in me," (Jn 15:4). When we truly accept Christ, we have a burning desire to please Him and be of service to Him and others. Participation in the Eucharist and contemplative prayer are but two ways to grow in acceptance of Christ.

2.3 Volunteers: Recruitment, leadership, retention, and formation

Take note of the importance of volunteers in ministry and the Church as a whole. Without volunteers, our ministries and churches would not be able to run as smoothly and efficiently. The more clearly one is able to one's vision of ministry, the more likely people are to volunteer. Tested resources are listed at the close of this chapter.

2.3.1 Recruitment

Consider replacing the word "recruitment" with the word "invitation." Volunteering is a choice; people should neither be manipulated nor "guilted" into volunteering. Consider one's gifts, talents and interests; otherwise, placement may result in a mismatch and loss of volunteers. In addition, providing people with a designated term or length of service (one year, three years, etc.) can greatly reduce the fear of being tied to a ministry "forever" and might yield more volunteers. Recruiting should be done throughout the year; try one or more of these approaches:

- The personal invitation--one of the most powerful recruiting tools that yields a very high success rate; target individuals that possess the qualities and gifts that your ministry is in most need of
- Witness talks at the Mass by current, active volunteers
- Ministry fairs
- Mass communication techniques such as bulletin inserts, stewardship/time and talent ministry forms, and pulpit announcements from the pastor or other ministry leaders
- Form a search committee to develop a list of possible candidates, especially if you are new to the community or don't live in the region of the parish
- Consult other parish leaders for suggested persons to invite to serve in a given ministry

2.3.2 Leadership and identifying volunteers' spiritual gifts

The ability to identify and utilize volunteers effectively by determining their skills, experiences, education and passions and matching them to the needs within your ministry is of significant importance.

After individuals have accepted your "invitation" to consider being a part of your ministry team, determine what drew him or her to parish social ministry and the person's strengths, interests, and talents.

Hold a one-on-one meeting to begin to build a relationship with the person. Ministry is relational, whether it is between yourself and the families you serve, your fellow ministry leaders, pastoral staff, or your volunteers. Take the time to build that relationship and you will uncover and simultaneously help them discern their gifts. Moreover, it will uncover what motivates them and what matters most to them.

A one-on-one meeting is held in a private and relaxed setting. In a face-to-face manner, gently elicit one's story; determine the "who" and the "why." A one-on-one meeting is not a survey or an interview. It is not gossip or small talk. Neither is it a therapy session or sales pitch. Its purpose it to listen, initiate, and build a relationship. The agenda is the person.

Parish meetings provide a wonderful setting to identify leaders in one's congregation (see especially Jean Morris Trumbauer, *Sharing the Ministry: A Practical Guide for Transforming Volunteers into Ministry*). Leaders tend to demonstrate the following qualities: action-oriented; active within their congregation and or community; are not afraid to try something new; connected with networks in the church and local community; good listening; quick thinking and able to manage crises well; ability to adapt to change and willing to grow and learn.

2.3.3 Retention of volunteers

In order to retain volunteer, respect is of primary importance. Parish social ministry is a team effort, operating like an orchestra. As noted by Tom Burns' *Parish Social Ministry: Moving Faith into Action*, think of Christ as the "master composer," parish social ministry staff as the "conductors," and are volunteers as the "musicians." Staff find and instruct, oversee, and inspire the vision of the "Master Composer" while sharing the passion to yield beautiful music and helping to build the kingdom of God.

Key points to remember when managing volunteers:

- People want to feel needed and that they belong
- Volunteers like to know that they are making a difference and that their efforts, thoughts, and ideas are welcomed and valued
- Know what is important to the volunteer
- Strive for yearly one-on-one meetings to check in with each volunteer; listen with an open mind to individual's input
- Keep volunteers informed and have them be part of the planning process
- Solicit their opinions and recommendations to help give them a sense of "ownership," simultaneously empower them and build their confidence

- Acknowledge and celebrate volunteers' service to the ministry with volunteer appreciation events, highlighting their work in the bulletin or local newspapers, and remembering and celebrating volunteers' birthdays
- Make sure that they are always in sync with the mission, and that tasks are delegated based on their skills, talents and interests; this will keep help them engaged and involved; volunteers are more likely to stay if they enjoy what they are doing and are committed to the mission itself

2.3.4 Formation

Formation falls into two different categories: spiritual development and skills development or training.

Spiritual formation involves growing in Christ; we continually strive to develop ourselves to be more like Him. The closer we get to Christ, the more easily we can recognize the transformational presences of Spirit in our lives.

As a ministry leader, try to nurture spiritual growth in your volunteers by starting each day with a scripture reading, reflection and/or prayer. Consider having a "Day of Prayer" or spiritual retreat for your volunteers to help re-energize, feed and grow their spirit.

Skill development trainings should occur in various aspects of social ministry, social action, and Catholic social teaching. Furthermore, basic administrative skills are vital to a volunteer's effectiveness and development. There are various formats and trainings available to parishes and Catholic Charities agencies. CCUSA offers regional gatherings throughout the year, as well as a variety of webinars on various topics for effective strategies for establishing, maintaining and expanding your ministry. Check with your local Catholic Charities agency or with your Diocese to see what trainings they offer. See Samples and Resources on the following pages for more helpful information and tools.

2.4 Determining outcome goals, marking celebrations, and measuring degrees of success

See chapter one of this tool kit for suggestions regarding determining goals for parish social ministry. The Pastoral Cycle is an especially helpful planning tool for use with parish social ministry; see especially *Salted with Fire: Spirituality for the Faith Justice Journey* and *The Pastoral Circle Revisited: A Critical Quest for Truth and Transformation.* Principles of parish planning may be applied throughout parish departments.

Consciously mark your accomplishments with appropriate celebrations with pulpit announcements, bulletin blurbs, and articles in your local and diocesan newspaper. Such recognition will not only keep your ministry in the forefront of the parish, but also energize your volunteers and possibly promote additional volunteers and donations.

In order to measure the success of a parish outreach program, establish appropriate goals. The goals might address persons served, families served, or parishioner involvement.

Also, when measuring persons served, note that one measure could be persons that receive the benefits of your program but another measure could be persons who have moved beyond the program to greater self sufficiency. Not every aspect of your program needs to show a marked improvement to consider your efforts successful. The key is that in order to be able to measure these degrees of success and to celebrate them you must have goals in place.

For instance, one goal may be to have 40 percent of all families served reach self-sufficiency by 2015. Articulate procedures to meet this goal, such as the following:

- We will provide budget counseling to X percentage of clients.
- We will provide ESL to Y percent of clients.
- We will provide employment resources and training to Z percent of clients.

The goal and outcome statement might read as follows:

"Forty percent of families who participate in our parish outreach programs will be able to budget and manage their finances better, improve their language skills, and be able to secure a better form of employment. Acquisition of such skills will enable them to be self-sufficient and less reliant on parish outreach programs."

Data collection is of utmost importance. Catholic Charities, Diocese of Rockville Centre, uses a daily and monthly log to track services to parishioners. St. Peter Alcantara, a parish of the same diocese, uses a daily intake log and card to help record client services. Or consider an annual, or semi-annual survey of your clients and/or parishioners to see how the program is faring in meeting parishioner and community needs.

Resources

PSM or Outreach Minister/Coordinator/Director Job Descriptions
Catholic Charities, Diocese of Rockville Centre, NY

Responsibilities and tasks:

- Collaborate with the Pastor, under his supervision, and with members of the parish staff, integrating his/her area of responsibility with the overall mission of the parish
- To promote the presence and vision of PSM to the parish and community at large
- To engage the parish family in understanding and acting on Catholic social teaching, peace and social justice issues, as well as legislative and advocacy issues
- To work with appropriate ministers, building relationships, to provide opportunities to integrate PSM in the spiritual, liturgical and educational life of the parish
- Identify, invite, train, and support teams of leaders and volunteer ministers to respond to the needs of the poor in the community and to participate in actions for justice

- To prepare both long and short term goals for PSM in consultation with parish leadership

To act as a responsible steward of contributions and expenditures related to Parish social ministry:

- To participate in ongoing formation and education by participating in Deanery Meeting led by a Catholic Charities Parish Developer, as well as trainings, convenings offered by Catholic Charities and other agencies
- Develop a cooperative partnership with all divisions of Catholic Charities, other parishes and faith communities, local food banks, as well as other community and civic organizations, and act as a liaison between them and your PSM Office/Parish
- Interview & assess all client needs & advocate for clients as needed with outside agencies and businesses as needed
- Oversee and identify leaders within your ministry to carry out the planning and logistics of ongoing special programs (i.e. Christmas, Thanksgiving, Back-to-School, Ministry of Consolation, etc.)
- Develop programs that empower and educate clients to help direct them onto a path for future self-sufficiency

Essential qualifications/attributes:

- Knowledge of Catholic social teaching and basic understanding of Catholic theology
- Ability to identify, invite, supervise, and support your volunteer ministers
- Strong leadership skills with a clear ability to delegate
- Knowledge of the dynamics of parish and church life
- Good networking/relational and communication skills
- Ability to build community and work as part of a team
- Commitment to ongoing spiritual and faith formation
- Commitment to ongoing ministerial training and education
- A clear understanding of the difference between direct service, advocacy & social action
- Good administrative and organizational skills
- Ability to manage a program budget
- Basic computer skills

Catholic Charities, Diocese of Little Rock, AK
PSM Coordinator Job Description

Vision of Ministry - Rooted in the servant ministry of Jesus, the Coordination of *Salt and Light Parish Ministries* values and supports the inherent dignity, gifts, and interdependence of all people. This position is an opportunity to change the system of Church-based response to the needs of poor people. The core role is to guide and support the development of intentional ministries to respond to the needs of the local area and to

provide for the formation of the people of those parishes so that sustainable growth will be based in Catholic social teachings and spirituality.

The approach will be supported by Catholic Charities and all of its resources; however, the goal is to return ownership of multiple ministries to local parishes and to decentralize control to facilitate church-based responses to urgent and emergent social needs of the most vulnerable of our brothers and sisters. The Coordinator's primary responsibility is to build parish leadership and participation in the community by engaging people in various aspects of *Parish social ministry* through direct service, support, and advocacy using the principles of Catholic social teaching.

This position is much more a ministry than it is a job. The *Parish social ministry* Coordinator must be a person of faith, have a deep appreciation for the dignity of the human person, a compassion for those who are poor and most vulnerable in society, and a willingness to advocate with them to change both their circumstances and the structures or situations that cause them and to change the systems and efficacy of response to a centrally supported and locally directed approach.

Responsibilities and tasks:

- To coordinate the goals of the diocese in the areas of advocacy, formation, and service with the goals and development of parish social ministry teams
- To assist parishes to assess the needs, goals, and resources which are present in their specific situation and to support the development of appropriate programs and activities
- To support PSM teams throughout the Diocese of Little Rock, the entire State of Arkansas with ongoing education and collaborative activities, including regional and statewide gatherings
- To facilitate opportunities for evangelization and formation as core components of ministry
- To encourage and mentor PSM parish leaders
- To collaborate with pastors and members of the parish staff
- To identify, recruit, train and support teams of leaders and volunteer ministers to respond to the needs of the poor in the community and to participate in actions for justice
- To develop a cooperative partnership with other parishes, faith communities, community and civic organizations
- To empower and educate parishioners and volunteer ministers to understand and act on Catholic social teaching with works of charity and justice
- To prepare short and long-term goals for *Parish Salt and Light* in consultation with parish leadership
- To promote the presence of *Parish Salt and Light* to the parish and the community at large

- To collaborate with appropriate ministers in the parish to provide an opportunity to integrate *Parish Salt and Light* in the spiritual, liturgical and educational life of the parish
- To continue ongoing formation and education by participating in deanery meetings, as well as trainings and convenings offered by Catholic Charities and other agencies.

Qualifications/attributes essential for a Parish social ministry coordinator:

- Bachelor's degree is mandatory; Masters Level in a related field is preferred
- Management experience in human services programs and in planning/program design is preferred
- Ability to continue theology and ministerial training appropriate to the role is preferred
- Knowledge of Catholic social teaching and basic Catholic theology, including use of the Pastoral Cycle (see/judge/act for planning and evaluation purposes)
- Ability to identify, recruit and mentor staff and volunteer ministers
- Strong leadership skills with a clear ability to delegate and inspire
- Knowledge of the dynamics of parish, diocesan, and church life
- Good relational and communication skills
- Ability to build community and work as part of a team
- Commitment to ongoing training and education
- A clear understanding of the difference between direct service, advocacy and social action
- Good administrative and organizational skills
- Ability to manage a budget and advise on program budgeting
- Basic computer skills

See also the following articles, websites, PowerPoints, books, and templates:

Burns, Tom. "Parish Social Ministry: Moving Faith into Action," 2010

The CatholicSteward: Stewardship Education, Advice, and Best Practices

Cloud, Henry and Townsend, John Sims. *Boundaries: When to Say Yes, How to Say No to Take Control of Your Life*. Grand Rapids: Zondervan Publishing House, 2012.

Dolan, Timothy Michael. *Doers of the Word: Putting Your Faith into Practice*. Huntington: Our Sunday Visitor, 2009.

Fixler, Jill Friedman. "Engaging Highly Skilled Volunteers,"

International Catholic Stewardship Council. *CatholicStewarship.com*,

Jones, Laurie Beth. *Jesus, CEO: Using Ancient Wisdom for Visionary Leadership.* New York: Hyperion, 1995.

Kammer, Fred. *Salted with Fire: Spirituality for the Faith Justice Journey.* New York: Paulist Press, 1995.

Lustig, Rachel. "12 Characteristics of Parish Social Ministry," 2012.

_____. "Parish Social Ministry Leaders Track."

Maves, Paul B. *Older Volunteers in the Church and Community*. Valley Forge: Judson Press, 1981.

Our Lady of Good Counsel. "2007 Time and Talent Card."

Peeler, Alexandra. *Parish Social Ministry: A Vision and Resource—A Catholic Charities Perspective.* Washington, D.C.: the National Conference of Catholic Charities, 1985.

Stubbs, Sr. Mary Lou. "Social Ministry Basics."

Trumbauer, Jean Morris. *Sharing the Ministry: A Practical Guide for Transforming Volunteers into Ministry.* Minneapolis: Augsburg, 1995.

United States Catholic Conference. *Communities of Salt and Light: Reflections on the Social Mission of the Parish*. 1994.

United States Conference of Catholic Bishops. *Forming Consciences for Faithful Citizenship*. 2007.

_____. *Stewardship: A Disciple's Response—A Pastoral Letter on Stewardship*. 2002.

Wijsen, Franz Josef Servass; Henriot, Peter J.; Mejia, Rodrigo. *The Pastoral Circle Revisited: A Critical Quest for Truth and Transformation.* Maryknoll: Orbis Books, 2005.

Winseman, Albert L., Clifton, Donald O, and Liesveld, Curt. *Living Your Strengths: Discover Your God-Given Talents and Inspire Your Community.* New York: Gallup Press, 2004.

Zyskowski, Bob. "Spirituality of Stewardship," The Catholicspirit.com 13 March 2011, < http://thecatholicspirit.com/archdiocese/catholic-services-appeal/spirituality-of-stewardship>

Chapter 3: Catholic social teaching

Sr. Mary Lou Stubbs, DC
Parish Partnership Coordinator, Catholic Charities Diocese of Ogdensburg

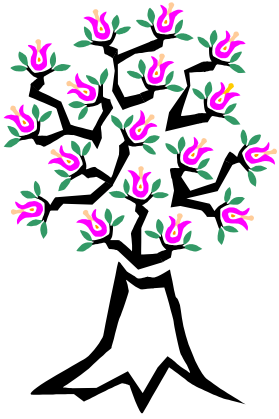
We are not alone as we seek the wisdom to base parish ministries. The people of God have sought out ways to respond to the issues and dilemmas of life throughout the antiquity of humanity. Many such lessons are written in Scripture and shared in Tradition. However, recent history, with its profound societal changes, has impelled the Church to study emerging issues and communicate principles of response globally. As Church, we have rich and growing resources to guide us as we respond to needs through our shared ministries.

This chapter will give an overview, a way of understanding and using, Catholic social teaching as the base for every ministry. It will not provide the depth of information which is available, but hopefully will lead to an understanding that we are immersed in the world and the Word, and that the Christ's work continues as we continue to incarnate the Gospel in our ministries.

3.1 Catholic social teaching, an overview model

There are many principles reflected in the compiled understanding of our relationship and responsibilities to our fellow humans, to those we refer to as society or humanity or other people. These many guidelines are generally referred to as Catholic social teaching.

One way of coming to a general understanding of Catholic social teaching is to use the model of a living tree growing in rich soil:



The soil is God providing continuous nourishment through a relationship of covenant love.
The roots drawing sustenance from that relationship are scripture, tradition, and the Church.
The ever-growing trunk of the tree consists of the teachings of the Church papal, conciliar, and episcopal documents including encyclicals, and documents from the USCCB.
The big branches are groups of related teachings and guidelines.
The small branches are the issues we face.
The fruit is the action we take and the results we harvest with the guidance of the Holy Spirit.

3.2 Themes, one approach to grouping Catholic social teaching principles

We live in the same society in which we are attempting to respond to distress. Hence, it is as hard for us to effectively identify and apply social teaching principles as it is for a fish to describe water. Therefore, Catholic social teachings are usually grouped into themes in order to assist us to focus on clusters of teachings.

However, be aware that these themes attempt to simplify complex issues and realities! Some issues intersect within several themes, and different organizations and authors sort Catholic social teaching from varied logic models into themes and groupings that differ. This is not a big problem because the overall goal is to give us tools so we can activate Gospel-oriented ministry. As we move into a particular ministry, deeper study of Catholic social teaching must occur. Prayer must link us to the Gospel in order to apply the principles in the actual service and advocacy issues we are being called to address in that ministry.

With that caveat, the themes of Catholic social teaching as promoted by the United States Conference of Catholic Bishops are:

- life and dignity of the human person
- call to family, community, and participation
- rights and responsibilities
- option for the poor and vulnerable
- the dignity of work and the rights of workers
- solidarity
- care for God's creation

3.3 Applying Catholic Social Teaching--The Pastoral Cycle

Faith-based ministries are developed using Catholic social teaching and a process of **reflection, planning, and action.** This process requires that individuals, as a faith-based group, are willing to look at a situation honestly and thoroughly. Apply defined principles (Catholic social teaching) and a grounding in faith which can be used as a standard to measure the situation and its implications. Identify what needs to change in order to move the situation toward the principles.

Plan to actually make those changes and implement that plan in actions, services, and program. Honestly evaluate how well that plan implementation is working and how new developments are being addressed (iterative processing is a spiraling cycle—examine the situation, plan for change, and implement activities).

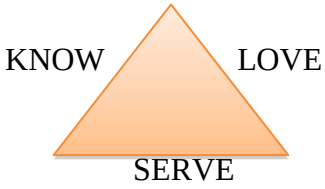
This process is known as the Pastoral Cycle. It takes the realities of the world and moves them toward how the Gospel and Catholic social teaching offer to guide the world. It

applies in small and large situations. It applies in direct activities and in advocacy needs. In fact, as one begins to address situations with direct activities and services, one finds issues to speak up about, that is, to advocate for.

This process is sometimes presented as the "See. Judge. Act" cycle. This is a similar approach to the same end as you "examine the concrete situation (See); evaluate it with respect to the principles (Judge); decide what should be done in the circumstances (Act).

3.4 How to Communicate Catholic Social Teaching Principles

It is a time of sweeping cultural change in this country. Social and political pressure threatens the participation of the Church in civil society. Access to basic opportunities such as education and technology are wealth-driven, and the gap between the haves and the have-nots continues to widen. Therefore, helping people to understand how to use Catholic Social Teaching principles in their daily lives is increasingly important. Some ideas for communicating include referencing the *Catechism's* definition of why God made us; knowing God through Scripture and study; loving God through sacrament and prayer; and serving God through service of others, especially those who suffer from poverty, injustice, and life crises (Mt 25:40).



3.4.1 Prepare an article or presentation on a major issue and identify how each of the themes of Catholic social teaching influences the people and the situations touched by that issue. It is amazing to see the continuity. For example, the USCCB document *Forming Consciences for Faithful Citizenship* clearly articulates how formation of conscience relies on the principles of Catholic social teaching to form conscience and make moral decisions about political issues that are prudent and do good/avoid evil.

3.4.2 Challenge people to identify the primary Catholic social teaching theme they are addressing in their service or ministry. This can be done in a day of reflection as a part of a general training on Catholic social teaching or as a question when they are preparing to do a ministry program. After they've focused on their Catholic social teaching theme, challenge them to learn more about the principles within that theme.

Resources

Catechism of the Catholic Church: Second Edition: Part Three, Chapter Two. Washington, DC. United States Conference of Catholic Bishops.

Catholic Church. Pontifical Council of Justice and Peace. *Compendium of the Social Doctrine of the Church.* Cittâa del Vaticano: Libreria Editrice Vaticana. 2004.

Cordaro, Tom. *Seeds in Good Soil: Examining the Challenges of Making Catholic social teaching a Constitutive Part of Parish Life in the United States*.

Davies, Brian. "Catholic social teaching: Faith in a Better World," 22 August 2012.

Henriot, Peter J.; Deberri, Edward P.; Shultheis, Michael J. *Catholic social teaching: Our Best Kept Secret.* Maryknoll: Orbis, 1988.

McKenna, Kevin E. *The Concise Guide Series: A Concise Guide to Catholicsocial teaching.* Notre Dame: Ave Maria Press, 2002.

National Conference of Catholic Bishops. *Sharing Catholic social teaching: Challenges and Directions—Reflections of the U.S. Catholic Bishops.* Washington, D.C.: United States Catholic Conference, 1998.

Pope Benedict XVI. *Deus Caritas Est*. 2005. See especially PART II: CARITAS: The Practice of Love by the Church as a "Community of Love."

Thornton, Carol. Catholicsocial teaching. 5 September 2012.

United States Conference of Catholic Bishops. Catholicsocial teaching, 2012.

United States Catholic Conference. *Communities of Salt and Light: Reflections on the Social Mission of the Parish*. 1994.

United States Conference of Catholic Bishops. *Forming Consciences for Faithful Citizenship*. 2007.

Chapter 4—Parish Social Ministry, Public Policy Advocacy, and Social Justice Education

Harry Ford
St. Peter the Apostle Church; Libertytown, MD

If advocacy is understood as "the act of speaking on behalf or in support of another person, place, or thing," it becomes clear that there are several ways to advocate in the parish setting.

Parish social ministers will see that many people in distress are suffering as a consequence of something which can be changed by advocacy. For example if someone comes with financial distress, that action may be as simple as making a phone call to help them clarify a bill, as organized as providing budgeting classes, or as complex as developing/supporting legislation to improve child care support or payday lending reform.

The U.S. Bishops, Catholic Charities USA, Catholic Relief Services, and National Catholic Rural Life Conference public policy staff study issues related to justice and identify positions, speaking points, and guidance to encourage Catholics to speak on behalf of the life and dignity of the human person and promotion of the common good. This chapter will amplify this process and list appropriate resources.

4.1 What is *Forming Consciences for Faithful Citizenship*?

U.S. Bishops recently (2011) reaffirmed their commitment to the tenets of *Forming Consciences for Faithful Citizenship.* In the document, the introductory note "urges our Catholic pastors to continue to use this important statement to help them form their consciences, to contribute to civil and respectful public dialogue, and to shape their choices in the coming election in light of Catholic teaching." (pg. v)

The document also cautions against its misuse "to present an incomplete or distorted view of the demands of faith in politics, this document remains a faithful and challenging call to discipleship in the world of politics." (pg. v) Furthermore, it "warns against misguided appeals to 'conscience' to ignore fundamental moral claims, to reduce Catholic moral concerns to one or two matters…."

The document is divided into three major parts. The first part describes why the U. S. Bishops prioritize public policy and political engagement, how the Church helps the faithful speak about public policy, and the seven themes of Catholic social teaching. The second part applies the document to human life, family life, social justice, and global solidarity. The third part lists goals and ideals toward which the Church aims. Also included is a section: "Major Statements on Public Life and Moral Issues." This is a listing of the documents and their publication dates, not the actual document itself. Most

of the documents references are available online; others may be purchased from the U.S. Bishops' bookstore

4.2 Determining the Catholic position on public policy issues

The most reliable source of information on the Catholic Church's position on a variety of current issues is available from the United States Conference of Catholic Bishops. Domestic and international policy stances are described (see also action alerts for Catholic Campaign Against Global Poverty). Catholic Charities USA also maintains an advocacy Web page that details its legislative priorities. For state issues, you contact your (Arch) diocese or state Catholic Conference; see next section.

4.3 Effective voter advocacy

(The information below is from the Maryland Catholic Conference. The National Association of State Catholic Conference Directors also provides a listing of state Catholic conferences. This information indicates what type of information is available. Please note that some of this information is Maryland specific [starred], but most should apply to other states as well.)

The Catholic social tradition upholds the importance of political engagement grounded in a well formed conscience. *Forming Consciences for Faithful Citizenship* (#13) states, "In the Catholic Tradition, responsible citizenship is a virtue, and participation in political life is a moral obligation. This obligation is rooted in our baptismal commitment to follow Jesus Christ and to bear Christian witness in all we do."

Voter Guidelines (sample from the Maryland Catholic Conference)

Lobbying tips **(sample)**

Remember that public policy activity in the name of the parish is a deliberate and planned ministerial activity and as such requires the pastor's support. The pastor's knowledge of some of the priorities of the parish may be different from those of the social ministry team. The pastor or parish administrator might have suggestions of other parish resources. Asking for the names of several parish members who may have additional information or insights helps to expand the resources available to the committee.

4.4 Organizing a voter advocacy or registration drive in your parish

Senator Russell Feingold (WI) was fond of saying at state listening sessions, "If I get ten letters on one issue, I take note."

Visiting a legislator's Washington or local office to express an opinion on a pending bill is the most effective way to communicate with the office holder. But, there is a lot to be gained with written or emailed communications to the office holder from parishioners. Gain permission from your pastor or head of parish to connect a pending national or state

bill with Catholic social teaching and meet parishioners at weekend Masses. Support your case with material from the United States Conference of Catholic Bishops, your state Catholic conference, or CCUSA's Social Policy and Government Affairs office. The guidelines below also hold true for voter registration drives in your church.

4.4.1 Preliminary procedures

- Obtain permission from the pastor or parish administrator to proceed
- Contact the diocesan social action office for appropriate guidelines
- (Voter registration) Contact the local voter registration office (usually the city or county clerk) to get current information and requirements; in most cases, volunteers will have to be deputized in order to register voters
- (Petition Drive) Use only resources from the USCCB, state Catholic conference, or CCUSA; if you wish to use other resources, check with your diocesan social action or state Catholic conference office; under no circumstances use material that endorses a candidate or political part
- Select at least three (preferably consecutive) dates; avoid conflicts with special events such as First Communion, Confirmation, holidays, etc.
- Reserve space for tables, etc.; check with building manager for safety issues, electrical access, etc.
- Start assembling a team of volunteers; it is better to have more volunteers than needed so that people will not have to wait in line
- Know the procedure for turning in voter registration information; for petition drives, hand deliver the materials to your legislator's local office, if at all possible--otherwise, mail them

4.4.2 Volunteer team

- Be sure the volunteers understand and agree with the goals of the drive
- Be sure each volunteer knows his/her time schedule
- Put all volunteers on an e-mail distribution list and keep them current with any changes and schedule updates
- Train volunteers about issues, procedures, important dates, and correct formats for filling out voter registration cards or petition forms
- Train volunteers **not to argue** with those with whom they disagree; refer them to policy statements by the U.S. (or state) Bishops; if they wish to speak to a parish leader, refer them to the pastor, parish administrator, director of adult faith formation, or chair of the parish social ministry committee
- In training the volunteers, emphasize the need to correctly and completely fill out the petition or registration card; incorrect formats can lead to rejection or registration application or signatures on petition drives

4.4.3 Environment for the registration or petition drive

- Provide signage announcing the event, an information sheet (backgrounder) on the issue if petition drive and samples of correctly filled out forms
- Have more than enough voter registration and petition forms
- Be sure to have adequate tables and chairs for volunteers and signers
- It is helpful to have at least one clipboard for each volunteer with forms on each clipboard
- Provide abundant pens, a large brown envelope marked for completed forms, and if possible, computer access for online voter registration

4.4.4 Signing the petition form

- Be sure the volunteer explains to the signer exactly what is being done
- If the person declines to sign, thank the person for taking the time to look into the issue; do not make any other comment (e.g. "I'm sorry you feel that way")
- Have the volunteer show how to correctly fill out the form
- Have the volunteer ask the signer to print legibly and sign neatly
- If the signer makes a mistake, ask them to do it over again
- Once the form is correctly filled out, thank the person for taking the time
- Put completed forms in completed form envelope
- Remind the volunteer that they are not only a representative of the parish, but also of the Catholic Church; this may be a chance for evangelization or correcting misinformation the signer may have received through the media
- Finally, turn in all of the documentation well ahead of time. Make sure that the parish social minister knows that latest date that one may register before being eligible to vote in the given state. Profusely thank all volunteers for their time and effort and report to the parish how many people participated in the voter registration or petition drive

4.5 Raising social justice awareness in your parish

Education, education, education! In many parishes, the one hour Mass on Sunday is the greatest opportunity to reach parishioners for educational purposes. And the weekly bulletin, distributed at Mass and posted on the parish's Website, is a valuable educational tool. One source of information is bulletin inserts (either a separate page enclosed in the bulletin or a concisely written paragraph in the body of the bulletin). If possible, ask the homilist to weave this information into the homily.

4.5.1 The web page for the United States Conference of Catholic Bishops contains a wealth of information and possible bulletin inserts. Some of these are free, and some require a modest payment. One suggested starting point is providing the USCCB bulletin

insert on Catholic social teaching and its insert on "Faithful Citizenship." The Center for Concern's Education for Justice provides downloadable backgrounders, factsheets, prayers, and liturgies for a nominal yearly fee.

4.5.2 Another way to educate your parish is to **show how much poverty exists** in your area. Immersions to ministry sites are invaluable. Parish sponsored tours during National Hunger and Homeless Awareness Week (mid November) or Catholic Campaign for Human Development's Poverty Awareness Month (January) can be transformative. CCUSA's Campaign to Reduce Poverty in America provides a number of data sets and tools to help describe local poverty.

4.5.3 Other useful Web based sources include U.S. Census Bureau's American FactFinder; see especially the poverty tab. If one asks, "What does it take to live at a minimal, self-sufficiency (not middle-class) standard in your neighborhood?" try the University of Washington's School of Social Work Center for Women's Welfare. The self-sufficiency standard "determines the amount of income required for working families to meet basic needs at a minimally adequate level, taking into account family composition, ages of children, and geographic differences in costs." To drill down to living wage data by state or local regions, consult Poverty in America's "Living Wage Calculator.

4.5.4 There are several small group educational programs that have proven track records to build awareness, discipleship, and skills in U.S. parishes. JustFaith Ministries provides curricula for adults and young adults that integrates prayer, social justice content, discussion, and experiential learning Just Neighbors, a program of Family Promise, is described as a dynamic interactive program that allows participants to walk in the shoes of poor people, experience their frustration, and learn how to help.

Resources

Catholic Charities USA. "Advocacy"

Catholic Charities USA. *Taking Action: Catholic Charities USA Guide to Effective Advocacy*.

Henriot, Peter J., et al. *Catholic social teaching: Our Best Kept Secret*. New York: Orbis Press, 1989.

Kammer, Fred. *Doing FaithJustice: An Introduction to Catholic Social Thought* New York: Paulist Press, 1991.

Korgen, Jeffrey. *My Lord & My God: Engaging Catholics in Social Ministry*. New Jersey, Paulist Press, 2007.

The Library of Congress. "Thomas"

Mich, Marvin L. Krier. *The Challenge and Spirituality of Catholic social teaching.* New York: Orbis Press, 2011.

Task force on Catholic Bishops and Catholic Politicians United States Conference of Catholic Bishops. *Readings on Catholics in Political Life*. United States Conference of Catholic Bishops, 2006.

United States Conference of Catholic Bishops. "Faithful Citizenship," 2011.

United States House of Representatives. "Find Your Representative," <http://www.house.gov/representatives/find/>

United States Senate. "How to Contact U.S. Senators"

Chapter 5: Communications and Relationship Building

Shannon Kelly
Director of Community Partnerships, Catholic Charities of the Diocese of Albany

Whether parish social ministry is brand new to your parish or something your community has had for quite some time, it is never a bad idea to consider reviewing how you communicate about your ministry and build relationships with community partners and stakeholders. This important work alone and the following guidelines give practical ways to reach out to various groups.

5.0 Use of Parish Communication Vehicles (Bulletins, Newsletters, Website)

Never underestimate the impact of the personal invitation to participate in parish social ministry. One cannot ignore a personal caller like one can choose not to read a church communication. And, the receiver recognizes the value that the caller places in him or her because the receiver knows that extra time is involved in a personal appeal.

Parish bulletins, newsletters, and websites are tried and true methods of communicating information about your parish social ministry. While considering the audience or readership of these vehicles, note that in addition to established parishioners, ministers also reach out to visitors/inquirers--those folks dropping by the parish for their niece's baptism or happening upon the website as they consider returning to their faith.

- Update Content: Remember to update the PSM section of the parish website with new information and make contributions to the bulletin or newsletter that follow the work of social ministry throughout the year.
- Beware of incomplete information, especially regarding long-established parish social ministries. If "Diane" has been coordinating PSM at the parish for ten years, there is a tendency to write "Contact Diane if you want to deliver meals on wheels." However, a new parishioner or visitor might not have any idea who Diane is or how to contact her!
- Tie invitations to participate in PSM to spiritual nourishment in the form of relevant Scripture passage Catholic social teaching excerpts.
- Direct folks to how they can find more information; bulletin announcements or newsletter articles might need to be concise in order to make room for all the exciting ministries going on at a parish. Make sure there is information as to how folks can find out more. For example, when welcoming others to volunteer at the Parish's Soup Kitchen in the bulletin, direct them to the website where they can find volunteer job descriptions and a sample schedule.

5.1 How to reach local media (secular and religious) to promote your PSM

Many times parish social ministers will want to reach out to local media, both secular and religious, to promote some aspect of their work. This may be an effort to share the services that are offered, to promote a fundraising or "friend"-raising event, to enlist

community involvement in an ongoing advocacy campaign. Whatever the goal, there are some best practices that can make media outreach a better experience for everyone involved.

- Plan ahead for coverage of events so media outlets can assign photographer and reporter
- Know staff and your points of contact for calendars of events vs. stories; many media outlets have a religious or community page and you should get to know their reporters or editors and be able to give them a call or an email when things are happening
- Use specific examples: human interest of folks affected (have folks available), newsworthy anniversaries, amounts collected, etc.
- Be aware of coverage of parishes that don't receive much publicity
- "From the bulletin" sections are great ways to share news about your PSM
- Offer to provide copy and author a one-time column yourself
- Provide pictures
- Be conscious that media varies with the size of your community; small community media outlet might have small staff but high level of interest in your ministry; whereas in a large community, there might be a large staff but your PSM news is lost amongst other stories
- Employ both news advisory and press releases--news advisory gives the who, what, where, and when of an event ahead of time and the press release is issued at the event for media present and those that were unable to attend
- Utilize media relations, public relations, or communications staff at Diocese or Catholic Charities; these professionals want to promote the same types of good news about your PSM that you do and can sometimes be very helpful

5.2 How to Use Social Media to Boost Your PSM Efforts & Keep Your Parish Informed and Engaged

How is the social ministry section of the parish website different from the PSM's use of social media such as Facebook or twitter? A website is a one-way vehicle for the communication of pertinent information. Social media is all about two-way communication, beginning a conversation, and building a relationship.

This being said, some of the same recommendations apply:

- Update your content
- Direct folks back to the parish or PSM website when applicable: i.e., when more detailed information is needed
- Make the invitation to participate as personal as possible

And yet there are new recommendations to consider:

- Choose the right people for updating content on Facebook page or twitter account; don't force it on someone who is unfamiliar with social media

- Delegate administrative rights to someone who can check in from time to time to make sure posted content is relevant and appropriate
- Think about the type of program that can get the most out of devoting time and energy to social media: products to consumers, local advocacy issues, large volunteer base with potential for a virtual community
- Consider developing a social media policy to assist staff, volunteers, and parishioners in representing your PSM through social media
- As a way to boost your "friends" or "followers," explore incentivizing participation (i.e. giving something small to the 100th fan who "likes" your page, a small prize to a fan who answers a trivia question right, etc.)
- As a way to foster community, ask questions and seek opinions through your use of social media; don't just post information.

5.3 Marketing Your PSM Initiative & Mission to the Average Parishioner

The average parishioner is probably open to social ministry but may view it as a peripheral part of their faith that can be carried out individually if one so chooses and not the essential part of parish life that it is. Some ways to market your PSM initiative is to stress – biblical/scriptural roots, integration with prayer and worship, community aspect, etc.

The marketing tools include all of the things we've discussed above: parish bulletin, newsletter, website, mass emails, social media tools, etc.

However, the best type of marketing it might just be the personal, face-to-face invitation to participate. In these times of increased technology, many folks really respond to a friend or acquaintance who can personally communicate what's involved with the parish's social ministry and why they are involved with it.

5.4 The Importance of Networking and Building Lasting Relationships

Parish social ministries involve work with a variety of key stakeholder groups. Some of them may engage with the PSM often and intimately, while others collaborate on an episodic basis. In all cases it is important to make sure there are strong relationships and a wide network of people who support and are aware of the work being done at your parish.

5.4.1 Network With Your Volunteers and Parish Family

- Internal volunteer recognition can be done through highlighting volunteers in parish or PSM newsletters or websites, commemorating years of services with some small gift, or periodic gatherings of fellowship among regular volunteers
- Thank you notes go a long way!
- External volunteer recognition-- so many groups, both local and national, have contests or other ways to recognize the contributions of volunteers. Submit someone's name every time

- Small faith sharing groups or other groups within the parish are fertile ground for supporters; ask to attend one of their gatherings in order to share information about the PSM and hear any thoughts or ideas they might have
- Community organizing and "One-to-Ones": these listening initiatives are a great way for the PSM to hear from a variety of parishioners in a very personal, in-depth format

5.4.2 With Your Local Community Leaders

- Reach out to elected/appointed public officials at the start of a year or once they are in office and ask to meet face-to-face to discuss your contributions to and concerns for your community
- Invite those public officials to both attend your large events and explore for themselves the parish social ministry in action
- Many municipalities have newsletters or websites where they might feature information about your parish social ministry
- Attend a meeting of the neighborhood association in the area of your parish and get your PSM on the agenda
- Table or booth at a volunteer fair in your community
- Consider connecting with your local Chamber of Commerce to form relationships with leaders in the business community
- Consider connecting with local civic groups like the Lions, Elks/Does, Rotary Club, etc.

5.4.3 With Your Diocese and Neighboring Parishes

- Consider forming new PSM initiatives with neighboring parishes or within your deanery or vicariate
- Know your diocesan structure and who to talk to. As stated in *Communities of Salt and Light*: "These structures are diverse including justice and peace commissions, social action offices, CCHD funding and education efforts, rural life offices, and parish social ministry programs of Catholic Charities. Other diocesan groups also offer opportunities for service and action for parishes, for example, Councils of Catholic Women, St. Vincent De Paul Society, Ladies of Charity, ecumenical advocacy and outreach efforts, etc."
- Consider holding a ministry fair in which several parishes gather and feature the different ministries for which people can volunteer

5.4.4 With Other Religious groups and Faith Traditions

- Keep up-to-date on ecumenical and interfaith initiatives in your area; read their newsletters, follow their social media feed, etc.; then send them information from your PSM for posting in their newsletters or link to them on your website/social media feed
- Reach out to them for volunteers; specifically give them an opportunity to volunteer as a group

- Consider contacting your Diocesan Ecumenical or Interfaith Commission and ask to meet with them to present yourself and your PSM
- Regularly ask all of these groups to remember your PSM Initiative in prayer

5.4.5 With the Pastoral Staff

- Maintain a close relationship with parish leader
- Be part of staff meetings with pastoral staff
- Develop relationships with parish staff and explore how the parish's social ministry can collaborate with the work of other ministries; there are some natural intersections with the work of ministries of hospitality, evangelization, prayer and worship, stewardship, faith formation, youth ministry, etc.
- Be mindful of how these staff members plan their year (liturgical year, school calendar, fiscal year, calendar year, etc.) and think proactively about the important events in their schedule that the PSM might be able to participate in or contribute to.

5.5 How to Successfully Reach the Marginalized in Remote Locations with Minimal Staff

- Research the remote location: What are the demographics? Where do people live? Where do they shop? Is there a public library, post office, town hall, or coffee shop that serves as a *de facto* community center?
- Use these places in order to reach the broadest base of people; if you are considering starting something in that area, survey people to determine what the community needs and/or interests look like; if you already have a ministry that serves that area, promote it through fliers, posters, etc.
- Utilize technology and social media, if appropriate
- Actively engage volunteers in those remote areas that can be trained and then able to act as an extension of staff
- Consider partnering with staff from other providers or groups that also target that location; maybe they can have applications and information on your ministry available when they visit on Tuesdays and you can do the same for them on Thursdays.

5.6 Forming a PSM Advisory Board

- Initially it will be important to work directly with the parish leader on launching any new parish ministry.
- Know the difference between doers and leaders. Doers are the essential people who make the day-to-day activities of the PSM a reality. However, leaders are needed for the PSM Advisory Board because they look at the ministry as a way to mobilize members of the community to answer the gospel call to serve. Some people can be both but you want to make sure they realize their commitment to the Advisory Board is one that requires them to organize, plan, and encourage others to give of their time, talent, and treasure.

- Consider having someone or group/committee responsible for the following seven essential elements (as articulated in United States Catholic Conference, *Communities of Salt and Light: Reflections on the Social Mission of the Parish)* for effective PSM: prayer and worship; education and formation; family, work, citizens; outreach and charity; legislative advocacy; community organizing; global solidarity
- If you are starting small and those seven committees sound ambitious, at least know the difference between servants (charity minded) and advocates (justice minded). A vibrant Parish Social Ministry Advisory Board will want to be thinking about the folks they are serving as well as how to advocate for changes within their community.

Resources

Diocese of St. Peterburg. *Parish Social Ministry/Respect Life Handbook*. 24 August 2012.

Reilly, Justin. "Engaging the Middle Pew," June 2012.

United States Catholic Conference. *Communities of Salt and Light: Reflections on the Social Mission of the Parish*. 1994.

Chapter 6: Skill Development

Therese Gustaitis
Director of Parish Social Ministry; Catholic Charities, West Tennessee

Members of the Parish Social Ministry (PSM) Section listed many needed areas of skill development to be addressed in this tool kit. The publication team summarized these responses in the areas listed below:

- Elevating parishioners from passive "comfort zone" conversations to courageous action-oriented dialogue
- Grant writing basics
- Committee and activity meeting tips
- PSM mission statement formation
- Maximizing direct services with minimal space
- Natural disaster preparedness, response, and recovery
- Effective leadership development
- Tips for public presentations, including use of audiovisual and other technical equipment

6.1 Elevating parishioners from passive "comfort zone" conversations to courageous action-oriented dialogue

How do social ministry leaders stimulate Gospel thinking that leads to conversion and ultimately to action**?** In parish life**,** it is fairly easy to recruit support for the "feel good" ministries: purchasing a gift for a child at Christmas, donating some used clothes**,** or bringing canned food for the pantry. While these are good and necessary, it is a sign of maturity when a parish moves beyond the world of the "feel good" to the unknown of the courageous-action thinkers. This shift does not happen overnight.

There are steps that can be catalysts to getting started. There are basic concepts to guide this process. Pray throughout the process to discern God's will; engage the pastor or parish executive for his or her support before moving forward; develop relationships with those who are served--remember that all are brothers and sisters. Social justice builds synergy and connectedness in the faith community and breaks down siloes of worship, catechesis, and other parish organizations

6.2 Formation

Formation helps to build the concepts in the minds and hearts of parishioners. Opportunities range from "on-the-go" PowerPoint presentations on Catholic social teaching, one day retreats, weekly presentations between the Sunday Masses, using established curriculum from sources (such as JustFaith Ministries), conferences, workshops, and institutes. Catholic Charities USA produces regional weekend trainings

four to six times a year; email psm@catholiccharitiesusa.org or call (703) 549-1390 for more information.

PSM ministers can use a variety of communication tools: quotes on social justice issues for church bulletins, homilies with a social justice focus, or parish events that highlight and celebrate special themes, such as Earth Day, human torture, and the anniversary of *Roe v. Wade*.

6.3 Activities

Gather the people--give parishioners a sense that they are part of a community of believers. Bring groups of pastors and social justice advocates from several churches for discussions; organize regional interfaith programs that host hunger banquets, poverty simulations, food stamps challenges, etc.; set up fair trade sales in churches during Christmas, Mother's Day, and Father's Day.

Move the people--give parishioners a fresh outlook through venue changes. See the face of Jesus in the poor in soup kitchens, homeless shelters, and bus stations. Or bring two parish groups to one location in order to build relationships on neutral turf, such as the social justice and respect life groups.

Move the mindset by intentionally helping people gently shift from charity initiatives to advocacy. Help parishioners speak for those not invited to the table. Prayer and reflection leads to action and public witness. Contribute to organizations fighting injustice. Identify sinful structures in the realms of greed, racism, violence, militarism, or torture. Promote "simple living" through actions that lower the human footprint while assisting others in need; introduce faith groups to community organizing.

6.4 Grant writing basics

Do the words "Social ministers can get some grant funding for that" fall on deaf ears? Grant funding may be easier than one might think. Because of the nature of social ministry, securing funding for ministries and projects is always an issue.

A grant is an application for money for a specific need. Organizations and foundations give grants to groups that they believe will perform programs which address the interests of the foundation. Descriptions of grant sources might be found in the diocesan or local Catholic Charities development office or from Catholic Charities USA. Periodically, offices of the United States Conference of Catholic Bishops accept funding proposals for

parish based programs. Many local public libraries have specific sections for grant funding research.

Develop your PSM initiative by providing a clear description, community needs assessment, listing of the parish's strengths that will meet these community needs, desired outcomes, and a budget. Different funders have different request forms, but if these elements are well articulated, they can be adapted to different funding applications. Many funders simply request a letter; others have more complex applications forms. Follow the funder's guidelines as literally as possible. Consider seeking the help of an experienced grant writer; some gain this experience within the context of their job or other volunteer assignments. Many communities also have freelance grant writing professionals who might be contracted for major grants.

6.5 Running an effective meeting

Most things that happen in social ministry will have one or more meetings. How does one engage all meeting participants and not just a few vocal people?

6.5.1 Planning and organizing

Planning is critical! Do not skip any of the following questions: Would a written report/memo be more useful than a meeting? Is a group meeting necessary? What are the objectives of the meeting? Who are needed at the table?

Develop and use an agenda**.** It helps to have the group's mission statement on the agenda for every meeting as a reminder that the overall mission is more important than any single issue. A timeline helps participants be aware of time constraints and also helps to prioritize agenda items. Adhering to the timeline ensures that meeting objectives will be addressed during the allotted time. Prepare participants by transmitting agenda and supplementary materials well ahead of time. After the meeting all participants should receive notes or minutes from the meeting which detail assignments, commitments, decisions, etc.

6.5.2 Church meetings differ from business meetings. Parish social ministers begin every meeting, gathering, call, etc. by grounding the group in prayer. Model the importance of prayer in ministry by emphasizing it during the meeting. See chapter 7 of this tool kit for advice on meeting prayers. Decisions are processed by discernment that allows for the intervention of the Holy Spirit. Model the discernment process for the committee. Furthermore, every meeting should help foster the spirituality of the group. This not only produces more effective meetings but produces more effective groups.

6.5.3 People have different preferred learning styles. Honor these differences when running a meeting.

Kinesthetic learners (25-30 percent of the population) prefer physical experiences during the experience: set the room wisely with appropriately shaped tables, use a white board (preferable to PowerPoints), and include colored handouts with a lot of visuals.

Logical learners need order to be engaged; keep things sequential and include numbers, data, an analysis of an issue. Insure that there is a good handout that they can hold in their hands.

Strategic thinkers are engaged by the big picture; include some long term goals; explore at least one new possibility; demonstrate that the items necessary to the logical learners are important and separate elements of the whole picture.

Other learners might be considered "people" persons who learn or process information by engaging others. Have a way for them to connect to the group or team. Allow space or opportunities for relationships and validate feelings and or emotions.

6.6 Forming a Parish Social Ministry mission statement

How does one help every person in the organization to know, articulate, and live the mission statement? There are four major elements of every good mission statement:

- Identify by name, history, and location ("We are...").
- State a purpose that clarifies values, beliefs, and reasons for existence ("We believe…").
- State a function that describes what happens and to whom ("We are committed to…").
- Address the future by describing challenges ("We seek to become…")

An example from the Archdiocese of Los Angeles Office of Justice and Peace: *The mission of the Social Justice Committee is to serve the parish as its primary resource and catalyst for the work of social justice.*

When writing the mission statement**,** gather a group of stakeholders that includes clients, volunteer social ministers, people who understand systemic change, those who can provide resources, and agency or church staff. Be as inclusive as possible. The process should be guided by prayer and discernment.

The post-writing phase is a most important aspect of the mission statement process. Communicate the mission statement to all stakeholders and encourage all to articulate it often by repeating the statement at every employee gathering and using it at least once each day in conversation. Make the mission statement visible to others and put it on every meeting agenda. Display it throughout the buildings, put it on nametags, use it during employee and volunteer performance reviews, and communicate it to the media and to the wider community.

6.7 Maximizing outreach services with minimal space

Don't expect physical space to increase at the same time as client needs increase. PSM Section member Betty Wallin offers a number of insights:

- Parishioners and clients look favorably upon good stewardship of space and materials. Hence, keep the facility clean and organized, manage donations wisely, and provide an atmosphere that is inviting and respectful to all clients and volunteers.
- Information referral to local food pantries, community clothes closets, and government programs and other sources is very important. Your parish should maintain a current resource file. Many communities have a 211 system; dial 211 in order to find the location of your community's social service providers. Develop personal relationships with thrift stores in order that your clients may receive the most efficient service.
- Plan food, clothing, toy, etc. drives so that donations do not have to be stored on site for an extended amount of time. Gift cards go a long way. Plan to include volunteer drivers and delivery people for your activity.

6.8 Natural disaster preparedness, response, and recovery

Does PSM have a role in disaster preparedness, response, and recovery? One's state, county, or diocesan Catholic Charities office might take the lead, but natural disasters can impact any community at any time and turn the routines of life upside down. Whenever disaster hits, people come to the Church for comfort and assistance, and parish social ministers become critical in the coordination of the parish response. There are many phases to a disaster, and the parish can play a significant role, both directly and in collaboration with the many government and private groups who are involved in recovery activities.

Encourage parish members to have a plan and supplies they need to survive the initial disaster and the ensuing 72 hours. The Federal Emergency Management Agency (FEMA) website is a great place to start for practical resources. Contact the local sources of disaster recovery to determine the local community coordinated plans. Consult Voluntary

Organizations Active in Disaster (VOAD) to find local organizations involved in disaster case management. If your local Catholic Charities agency is a member of VOAD, ask how your parish can partner with the local Catholic Charities (storage, material and financial donations, volunteers, etc.).

Identify what the church might be able to provide for the general public in coordination with the primary disaster response group, such as shelters, feeding stations, staging areas, and other critical functions. When the potential role has been identified, work with the VOAD or Emergency Management Office to prepare your parish and parishioners. Identify and train the parishioners who could be involved, and know where and how to get the needed supplies, even if it is necessary to stockpile some of them. For example, if there is a school with a cafeteria, food supplies and food-preparation would be a feasible contribution.

See "Results Framework for General Disaster Response" and the sample letter to pastors referenced at the end of this chapter.

6.9 Effective leadership development

Where are all the leaders? Many will volunteer for a few hours on a ministry project if given direction, but few will volunteer to lead a project. Many people bring ideas, but only some people process ideas from a thought into a concrete ministry. People are unaware or do not understand parish social ministry. What is the best way to communicate the vision? All of these challenges address the dichotomy of *leaders vs. doers*. Expanding on the original question: Where are all the leaders and how are they formed? Any of the topics below would provide a starting point for a leadership workshop.

6.9.1 Leaders vs. managers

Leaders are managers with a vision. Managers plan, organize, staff, direct and control to accomplish a task. Leaders function at the macro level when envisioning a change or a new ministry; they are aware of the whole picture, think strategically, and delegate effectively. Ministry managers operate at the micro level when carrying out a specific task that is narrow in scope and is focused on doing a specific ministry and tactical activity. Leaders look at the big picture (the city, the diocese, the world, etc.) and develop a vision for the future at the macro level. Ministry volunteers typically function at the micro level by doing specific tasks within a narrow scope. Both leaders and managers are needed.

6.9.2 Characteristics in leadership development

Leaders guide, not direct, others. They help people achieve a shared vision, and don't "tell" people what to do. Effective leadership development will include teaching "people skills" and providing necessary resources for outcome measurement. Leadership development should be broad in scope but narrow in purpose. Good leadership development should include understanding when to use what style of leadership in order to achieve an objective. Effective leadership is setting the direction and persuading others to follow the path; leadership is being responsible to those being led. Leadership tools include an understanding of other people's strengths and skills, knowledge and understanding of servant leadership, and good relationship and communication skills.

6.10 Tips for public presentations, including use of audiovisual and other technical equipment

What is the best way to ensure a great presentation? Great preparation. Many times new parish social ministers have no formal training for public presentations. Also, tech support ranges from advising local professional staff to having no support (or equipment) at the site. The effective presenter knows how to prepare and what to expect.

6.10.1 Speaker's style and appearance

Decide how to relate to the audience**.** Are you presenting or facilitating?

Know the audience by talking to people before starting, shaking hands, asking why they came, having the audience's best interest at heart, and seeing the presentation as a way to serve (not to impress).

Try to make eye contact with everyone in the room rather than focusing too much on one area. Speak simply and with conviction. The presenter is having a conversation with the audience. Dress appropriately--err on the side of dressing too conservatively. Your dress should be "a little above" but also encourage approachability.

Tell a unique story based on what you know about the audience before the presentation. The audience is more likely to remember a well scripted story than most other messages.

Begin your presentation with the end in mind. Specify what to expect and be clear about the purpose of the talk. Structure the talk so that every example and story connects to the audience's expectations and purpose of the talk.

Try the "Think, Pair, Share**"** approach. Participants **think** a moment about what they have heard and seen, **talk** to others in the room, and **share** thoughts with the larger group while adhering to the timeline.

At the end of the presentation, review the takeaways; specify them on the last slide or point of discussion.

In a nutshell: begin with an attention grabbing story, rhetorical question, or statistic. At the conclusion of the session, come full circle by returning to the attention grabber. Make contact throughout the presentation: move away from the podium, walk into the audience and remember that smiling is important (it breaks the monotony, says that you are happy to be there and that you like your audience). Demonstrate credibility clarity, and empathy; possess a calm and confident demeanor and create an emotionally safe environment for the participants to engage and learn.

6.10.2 Suggestions on the environment and supplementary materials

Create an environment conducive to learning and engagement. It is difficult to expand people's thinking when they are sitting in a "sterile" room. Consider bringing color and or plants into the space; arrange the seating so that people can see the speaker and each other. The chairs should be able to be readily moved for small group discussion.

When appropriate, provide name tags, paper, pens or other supplies for the participants. Use markers that are water based and strong colors that can be read from a distance.

Consider distributing agendas and handouts; better yet, upload them to a Website to save paper (persons can be more selective in what they really wish to retain). Prepare an overall agenda which includes your desired objectives, beginning and end times, and general topics. If you are facilitating a session, introduce "operating norms" for the session in which all agree. Make housekeeping announcements and state general rules of courtesy (i.e. turn off cell phones, give speakers undivided attention, and limit the setting to one conversation at a time).

If using PowerPoint, remember it is only an aid and not a speech. Limit the amount of text on each slide. Review previous slides as you refer to the current slide. The listener should glean the message of each slide within three seconds. Make the slides personal and use high quality graphics, at least 400 x 400 resolution; avoid clip art. Keep the lights on in order to keep the focus on the speaker and the presentation.

Whether you bring your own equipment or use what is available at the venue, always test equipment before the presentation. Extra extension cords and a power strip come in handy in unfamiliar venues. Different hosts have different equipment, and electronics that are used today may be obsolete tomorrow. Ask your host if there will be a technology assistant available. Arrive at the venue early and make sure that the equipment works properly. Ensure that the seating arrangement allows for everyone to see and hear adequately. It is best to have an alternate plan; experienced presenters are ready and able to present if technology fails. Always have a good handout available.

Resources

Burgo, Kimberly. "Catholic Charities Results Framework for General Disaster Response"

Catholic Charities Community Services [Diocese of Phoenix]. *Parish Social Ministry Manual*.

Dresser, W. Peter. "Identifying Leaders and Managers for Parish Social Ministry Assignments"

_____."Identifying Leaders and Managers for Parish Social Ministry Assignments." Leadership Workshop. Church of the Holy Spirit. 21 April 2012.

Lewis, Dr. Regina. "Power Up Your Presentation: Connecting and Holding Your Audience's Attention." Teleseminar. Bridges out of Poverty. Aha Process, 10 May 2012.

Massingale, Fr. Bryan. "Characteristics of a Justice Seeking Parish"

National Conference of Catholic Bishops. *Communities of Salt and Light: Reflections on the Social Mission of the Parish.* Washington, D.C.: United States Catholic Conference, 1nc., 1994.

Rodriguez, Cristy. "Daily Writing Tips"

Roman Catholic Diocese of Brooklyn Office of Pastoral Planning. "Writing a Parish Mission Statement"

Stubbs, Sr. Mary Lou. "Pastors' Letter to Generate Support for Parish Outreach at Time of Disaster"

Wallin, Betty. "Parish Social Ministry and Servant Leadership"

_____.“Servant Leadership.” Leadership Workshop. Church of the Holy Spirit, 21 April 2012.

Chapter 7: Prayers, Pennies, and Practical Advice

Jacqueline Ogg
Director, Outreach and Community Relations Division
Catholic Charities of the Archdiocese of Washington

Br. Steve Herro, O. Praem.
Manager of Mission and Ministry
Catholic Charities USA

"There is no need to re-invent the wheel."

Parish social ministry (PSM) leaders can and should benefit from the wisdom and examples of colleagues throughout the country. A survey of over 50 Section members in early 2012 highlighted several topics on which members would like samples and ideas. They included prayers and reflections for every occasion, advice on selecting new initiatives for PSM programs and services, fundraising ideas, and various components of case management for parish social service programs.

7.1 Prayers and reflections for meetings and other occasions

There are a number of tried and true methods and publications for prayer leading at PSM meetings and other occasions. One of the greatest resources for prayer is the calendar that forms the basis for our liturgical year. If the day is a memorial or solemnity, consider consulting the life of the saint or prayer texts from the Roman Missal associated with the day. There are several publications available for guidance in daily prayer based on the liturgical year, including *Magnificat* and *Give Us this Day*. Robert Ellsberg's *All Saints: Daily Reflections on Saints, Prophets, and Witnesses for Our Time,* offers short biographies of admirable men and women for every day of the year.

There are several online services that offer prayer resources. CCUSA offers a number of prayers on its Website. The Diocese of Green Bay offers regular monthly meeting prayer suggestions. Creighton University offers a daily reflection series based on the Mass readings for the day. Two sites provide varying depth to subscribers and non-subscribers: Education for Justice and GR8 Prayer Resources. Many dioceses and state Catholic conferences offer seasonal prayers during Advent and Lent; check their Websites. There are collections of Christian prayers and prayer services that are especially geared toward social justice ministry listed in the resources section of this chapter.

7.2 Fundraising ideas

Asking for money is a challenge for most people. It is important to remember that fundraising is about more than the money. Fundraising drives also update parishioners on a particular need in your community and can help your ministry meeting that need become a signature program identified with the parish.

Parish social ministry committees are generally not expected to raised six figure sums for the church's capital campaign, but might need to help subsidize activities such as service

or mission trips, social justice educational opportunities for parishioners, or parish contributions to worthwhile charities.

Jane Angha, Project Coordinator for Young Neighbors in Action, has lots of experience in smaller scale fund raising in U.S. Catholic churches. According to Jane, successful fund raising ideas connect the event with the mission of the organization, such as your parish social justice committee hosting a lecture by a local authority on climate and energy and providing dinner and charging admission. Or, invite a local artist (visual or performing) to share his or her gifts at your church, with parishioners and friends buying their products while your committee gets a share of the sales. Or, organize a fair trade sale to support your church's twin parish in South America. A social justice committee can provide a service to the parish, such as silk screening of T-shirts for parish events, and raise funds per shirt produced. Utilize parish celebrities, like the pastor or school principal, for events like, "An evening out with …" Social justice committees are apt to host prayer vigils for important causes like immigration, homelessness, and hunger; ask family and friends to sponsors vigil keepers.

Parishes also raise money for ongoing ministries either at home (i.e. dinner program for the homeless, emergency financial assistance for those facing eviction or utility cut-off, and other local ministries) or abroad (i.e. to support a sister parish in Haiti). Here are some ideas:

- Set a goal--How much to do you want to raise and what for?
- Establish targets--Get as close to 100 percent participation from identified "targets" toward the specific dollar; consider tracking donations from collections at each Mass, from each grade of Religious Education or in the school; remind people that every dollar counts
- People love a match – if there is a parishioner, a family or donor who is very committed to the activity, ask them to give and ask for permission to challenge the parish community to match this
- Make donations concrete--for the cost of one latte at Starbucks, you can buy X in Haiti for a family in need
- Help donors identify with the cause – use data; for example, in our county 80 percent of children graduate from high school. In Haiti high school education is expensive and schools are few and far between; UNICEF reports that 18 percent of eligible males attended high school from 2005-2010 and 21 percent of eligible females; the project with one parish's sister parish in Haiti seeks to help motivated students pay for, and succeed, in high school with tuition assistance, tutoring and other supports

- Get the youth involved--this is an opportunity to engage their families and friends, but more importantly, it can also help young people understand the full value of Catholic social teaching
- Use technology--You Tube, Facebook, twitter and websites are an engaging and inspiring way to communicate or offer visual and concrete testimonials from clients or people you hope to serve; they are also a great way to engage the youth
- Have fun – for example, organize a Caribbean night with music, food and speakers; approach local ethnic restaurants and travel agencies for donations of food, posters or give-aways; maybe include short clips from a movie about the issue or area

7.3 Factors when considering a new PSM program or service

A Section member recalls a Manitowoc, WI pastor once saying, "If we honored every request from local outside organizations to make an announcement, collect funds, etc. on behalf of their organization, we would have an appeal 52 times a year." No one would argue that weekly Eucharist should not be overtaken by such appeals. But how can a Parish Social Ministry committee sift through the many important issues and causes that might deserve the parishioners' attention and support?

How does the program or service fit within the framework of *Communities of Salt and Light: Reflections on the Social Mission of the Parish*? This 1994 U.S. Bishop's document lists seven components of a parish's social ministry program: anchoring social ministry in prayer and worship; sharing the message through preaching and education; supporting the salt of the earth through family, work, and citizenship; serving the "least of these" through justice and charity; advocating for justice through legislative action; creating community by organizing for justice; and building solidarity beyond parish boundaries.

One of the reasons why *Communities of Salt and Light* is such a valuable starting point for parish social ministry is because it emphasizes that parish social ministry cannot stand alone in the life of the parish. How does the work of the parish social ministry leaders connect to the ministry of the catechists, the liturgy planners, the stewardship committee? Programs and services that touch multiple parish leadership teams and groups deserve special consideration when determining parish social ministry goals. The team might also ask itself, "How does the proposed program or service support collaboration with other faith based organizations in our community?" If the new program or service will require long term annual financing and leadership support, how will this idea be sustained over time?

The Diocese of Green Bay produced several publications to help interested parishioners focus programming projects in parish outreach. *Parish Local Giving Projects* was

published in 2009 when a parishioner stressed that he did not want his parish's committee to blindly jump into a social outreach initiative. The publication includes abstracts on local projects that list intended audience, how the project came to be, etc. There is no need to reinvent the wheel or duplicate services. In a similar vein, the Diocese of Green Bay Office of World Mission Services publishes an annual directory of international projects that local parishes can consult when considering outreach to the developing world. Contact the World Missions Coordinator, 920-272-8192, email wmissions@gbdioc.org.

Finally, make best use of the Catholic Charities USA Parish Social Ministry Professional Interest Section. In the words of one section member, "Perhaps the greatest resource that the Section offers is each other." The Section maintains a directory of members, runs conversation circles composed of four to nine section members with similar interests and ministry backgrounds, and offers an email discussion list to facilitate networking amongst members. Visit the Section Webpage, to enroll in the Section, determine points of staff contact, etc.

7.5 Advice when "Someone is Knocking at the Door"

From the pastor to the parish secretary to the parish volunteer, knowing how best to help someone who asks for assistance is no easy task. What is the best way to "answer the knock on the door"? Fortunately there are many good examples to draw on:

- The presentation "Parish Workshop: Assessing and Supporting People in Need," Catholic Charities of the Archdiocese of Washington, 2012, helps parish leaders understand and prepare for some of the typical scenarios.
- The most important first step is to know how to listen to someone in need and knowing what to listen for; the resource list at the end of this chapter references excerpts from "Improving Listening Skills," by Jake Lawson.
- Many of the requests for help come from people in urgent financial straits: those facing eviction or a utility cut-off; understanding what resources the family has access to is essential to knowing how to help the client intake form and financial assessment from Catholic Charities of the Diocese of Rockville Centre and Sr. Mary Lou Stubbs' assistance form referenced at the end of this chapter can help manage this situation.
- Once you have taken the time to understand more about what the person knocking at the door needs, that minister will have a better sense of where your parish ministry programs can and cannot help. Having a quick resource guide of local public, nonprofit and faith-based programs can help you create options for the person in need. Many community programs are listed on the website of local Departments of Health and Human Services. Other communities offer 211 phone

services for providing information and referral assistance. Finally, the local public library can also help identify potential resources for specific needs. Consider compiling these resources into a guide for you and others at your parish. While any such guide will undoubtedly need to be updated, it will certainly give new parish staff and volunteers a place to start.

- For those individuals and families your parish can help, please see the Case Management Guide, also from Catholic Charities of the Diocese of Rockville Centre. It is also cited in chapter 2 of this tool kit.

7.5.1 Parish based programs established to meet basic needs of local community

There are a lot of needs that PSM programs can address. Deciding which one(s) to implement can be daunting. Remember that your PSM does not work in isolation. Don't forget your community partners – other faith organizations, nonprofits and local government agencies. Understanding what programs and services are already offered in your community is essential to defining where a new parish ministry can have a powerful impact.

Catholic Charities of the Archdiocese of Washington is beginning a new program to help parishes in the diocese develop PSMs that responds to needs in their community. With 140 archdiocesan parishes, the vision is to connect these ministries into a referral network so people in need can get an array of services in the community at the parish level. Catholic Charities staff and support will be available to interested parishes for about a year.

These new parish programs will be developed with an eye toward sustainability after the start-up period, including fostering a parish level volunteer infrastructure (i.e. Ladies of Charity, St. Vincent DePaul Society, Justice and Advocacy Committee), connecting the new parish programs to community resources and partners, and developing a clear sense of ongoing financial needs to maintain the program. For more information on this initiative, consult Jacqueline Ogg's paper referenced at the end of this chapter.

In *Earn*Benefits, parishes providing basic food or clothing ministries in Baltimore, Maryland work with public and nonprofit partners to screen clients for public benefits for which they may be eligible. Applications are streamlined and can be submitted online to a number of potential resources.

In Phoenix and other areas throughout the country, parish volunteers step up during tax season to help low and moderate income households file taxes and receive the federal earned income tax credit, if eligible. Click here for more information.

7.6 Helping clients move from public assistance to greater self sufficiency

PSM calls us all to walk with those in need. Being there with someone during times of crisis can be a concrete albeit short-term way to help. Knowing how to take the longer walk, over months and even years, as individuals and families strive to make long-term changes is often harder. Catholic Campaign for Human Development (CCHD) is a means to help foster structural change that moves people from poverty.

The United States Catholic Bishops founded CCHD in 1970. Part of the mission of CCHD is to help the economically and politically marginalized members of our local communities increase their economic and political power. More permanent change can be achieved when persons gain a voice within government, educational, or business enterprises or when workers of a particular trade or industry can increase the value of their skills or products in order to increase their economic wellbeing. Parishioners are encouraged to support the work of CCHD by participating in CCHD funded projects and contributing to the local CCHD collection at their church.

There are several models that demonstrate successful partnerships with Catholic Charities agencies and parishes or parishes that address longer term solutions to help persons move from poverty.

Empower U, a Catholic Charities Community Services of Arizona program, works with parish volunteers to offer a series of workshops and mentoring opportunities that help vulnerable individuals and families achieve long-term prosperity. Parishes in Pensacola, Florida, in conjunction with Catholic Charities of Northwest Florida, have adopted the Bridges to Circles model to help families and individuals achieve financial independence. St. Patrick's and St. Anthony parishes, Grand Haven, MI, run the Job Seeker Program to help people advance in their careers and employment status. The program provides mentors; information and referral to employment opportunities; and skill building opportunities for resume building, interviewing, etc.

Other ideas include:

- Tying cash assistance to budgeting or credit counseling to stretch requests for immediate cash assistance or basic needs to longer term issues or opportunities
- Engage your parish to help find jobs for people in need.
- Pair job recipients with mentors at the parish willing to "Walk the Journey" with them as they strive to make the transition to self-sufficiency.
- Bring clients who are working toward self-sufficiency together for sharing and support. Help them build their own peer network.

Resources

Prayers

Ballenger, Barbara. *Prayer Without Borders: Celebrating Global Wisdom*. Baltimore: Catholic Relief Services, 2004.

Collins, Owen, ed. *2000 Years of Classic Christian Prayers: A Collection for Public and Personal Use*. Maryknoll: Orbis Books, 1999.

Iosso, Christian and Hinson-Hasty, Elizabeth, eds. *Prayers for the New Social Awakening: Inspired by the New Social Creed*. Louisville: Westminster John Knox Press, 2008.

Leach, Michael and Goodnough, Doris, eds. *A Maryknoll Book of Inspiration*. Maryknoll: Orbis Books, 2010.

Pile, Cindy, ed. *Our Prayers Rise Like Incense: Liturgies for Peace*. Erie: Pax Christi, USA, 1998.

Roundtable Association of Diocesan Social Action Directors, ed. *Living God's Justice: Reflections and Prayers*. Cincinnati: St. Anthony Messenger Press, 2006.

Schuelke, Bob. "A Model to Integrate Prayer throughout a Parish Social Justice Committee Meeting," 2011.

United States Conference of Catholic Bishops provides the text to a number of prayers; see especially its book *Catholic Household Blessings and Prayers*.

Pennies

Busby, Dan. "Contributions to Support Short Term Mission Trips." *Clergy Journal* 38.8 (2007): 28-29.

"Church Businesses Spread the Gospel of Self Help." *Ebony* 42.4 (1987): 61-68.

"Crashing for Christ." *U.S. Catholic*71.10 (2006): 10.

Cutrer, Corrie. "The Business of Resurrection," *Christianity Today* 44.14 (2000): 78-79.

Dillon, William P. *People Raising: A Practical Guide to Raising Funds for Individuals and Organizations.* Chicago: Moody Publishers, 2012.

Fundraisers: 75 Ways to Fund Your Ministry. Nashville: Abingdon Press, 2007.

Rood, Lars. *Youth Ministry on a Shoestring: How to do More with Less*. Grand Rapids: Zondervan, 2011.

Throop, John. "Small is Beautiful." *Clergy Journal* 77.6 (2001): 25-26.

Tinley, Josh. *Ready to Go Fundraisers: 75 Ways to Fund Your Ministry*. Nashville: Abingdon Press, 2007.

Practical Advice

Catholic Charities of the Diocese of Rockville Centre. "Case Management Guide."

Catholic Charities of the Diocese of Rockville Centre. "Steps for Assessing Requests for Financial Assistance."

Lawson, Jake. Excerpts from "Improving Listening Skills"

Ogg, Jacqueline. "Catholic Charities Archdiocese of Washington Parish Pilot Program," 2012.

_____. "Parish Workshop: Assessing and Supporting People in need," 2012.

Stubbs, Sr. Mary Lou. "Sample Assistance Request Form for Parish Use."

Appendices

ABOUT THE AUTHORS

Rachel Lustig is Senior Vice President of Mission and Ministry, Catholic Charities USA. In this role, Rachel is responsible for directing efforts to build mission-inspired leadership at Catholic Charities and its extended network in order to build a more just and compassionate society. She received her Bachelor's degree of Business Administration from the University of Notre Dame in Indiana and her Master's degree of Public Administration from George Mason University in Virginia. Rachel was recently selected by the National Catholic Reporter as one of "12 Catholic Women Under 40 Making a Difference."

Sr. Mary Lou Stubbs, DC is the Parish Partnership Coordinator, Catholic Charities Diocese of Ogdensburg, NY. This 12,000 square mile rural and mountainous diocese is 25 percent Catholic, but the number of priests available to support them is rapidly dropping. The need for parishes to develop customized and sustainable ministries is urgent. Sister has held leadership positions in both healthcare and community service organizations since 1975. She holds a Master's degree from Georgetown University in Administration of Health Systems.

Lourdes Taglialatela is the Director of Parish Social Ministry (PSM) at St. Peter of Alcantara in Port Washington, NY. Lourdes started in this ministry in 2006 at her home parish of St. Francis de Sales in Patchogue, NY as well as concurrently serving as the PSM Coordinator for St. Anthony of Padua in East Northport, NY (2007-2009). She holds a Bachelor's degree in communication arts and has begun a three year certification program at the Pastoral Formation Institute, Diocese of Rockville Centre.

Harry Ford has served in parish social ministry and social justice work for many years. He is a past Chair of the Social Concerns Committee, St. Peter the Apostle (Libertytown, MD) and member of the Leadership Team for CCUSA's Parish Social Ministry Section. He is currently involved with immigration issues. Harry has also organized Appalachian Summer Service youth projects and coordinated JustFaith and Just Neighbors programs.

Shannon Kelly is the Director of Community Partnerships, Catholic Charities of the Diocese of Albany. After four years volunteering with parish outreach initiatives in Chile, she has served with Parish Social Ministry programs within the Diocese of Albany, NY for the past six years. She has a BA from the University of Notre Dame and a Master in Social Sciences from the University of Chile.

Therese Gustaitis is currently the Director of Parish Social Ministry for Catholic Charities of West Tennessee. Based in Memphis, Therese works to merge Scripture and Catholic social teaching into meaningful and practical activities throughout the diocese. Prior roles included several years as parish minister in parish social ministry and service as a health

care administrator. In her personal life, she is married and has two adult children and two grandchildren.

Jacqueline Ogg is the Director, Outreach and Community Relations Divisions, Catholic Charities of the Archdiocese of Washington. She holds a Master of Social Work degree and has served in this field in the greater Washington, D.C. region for 25 years. Prior to joining Catholic Charities, she served for eight years in the Montgomery County affiliate office for the Community Foundation for the National Capital Region. Jackie is a parishioner at the Shrine of the Most Blessed Sacrament, Washington, D.C.

Br. Steve Herro, O. Praem. professed solemn vows to the Community of St. Norbert Abbey (De Pere, WI) in 1993 and has served as Manager of Mission and Ministry, Catholic Charities USA since mid 2011. Prior to his current ministry, Steve headed the Social Concerns Office for the Diocese of Green Bay and the justice and peace ministry for his religious order. He holds degrees from St. Norbert College; the University of Wisconsin; and Minnesota State University, Mankato and also studied at Catholic Theological Union.

GLOSSARY OF TERMS

(legislative) Advocacy—organized outreach (through the congregation and or within one's personal behavior) to local, state, national, and international public policy makers in order to communicate one's social policy and legislative preferences and priorities. For more information, see *Taking Action: Catholic Charities USA's Guide to Effective Advocacy*.

Catholic social action—a collective phrase used to describe activities by the Church performed to enhance the life and dignity of the human person, promote a preferential option for the poor, and promote care for God's creation. To learn how this is often organized at the diocesan level in U.S. churches, see Roundtable: The Association of Diocesan Social Action Directors.

Catholic social teaching—a body of literature authored by Popes, ecumenical councils, and Catholic bishops intended as a resource and teaching tool that describes the philosophy, foundation, and nature of official Catholic instruction on social life. For more information, see Edward Deberri, James Hug, Peter Henriot, and Michael Shultheis, *Catholic social teaching: Our Best Kept Secret.*

(Congregation based) Community organizing—intentional relationship building between multiple and diverse local faith communities that empowers low income people to address local social, economic, educational, and environmental challenges. For more information, see Jeffrey Odell Korgen, *My Lord and My God: Engaging Catholics in Social Ministry*, chapter 6.

Parish partnership—intentional relationship building between a Catholic Charities agency and local Catholic faith communities to create a level of synergy that cares for vulnerable people, advocates for justice, and enhances the spiritual life of the local the local faith community. For more information, see Catholic Charities USA, *Catalysts & Collaborators in Social Ministry: Strategies for Parish Partnerships and Parish Social Ministry in Catholic Charities*

Parish social ministry-- the action of the local faith community to implement the Gospel proclaimed by growing in love and service to God and neighbor. For more information, see Catholic Charities USA, *Catalysts & Collaborators in Social Ministry: Strategies for Parish Partnerships and Parish Social Ministry in CatholicCharities* (www.catholiccharitiesusa.org/NetCommunity/Document.Doc?id=1279) and Catholic Charities USA Parish Social Ministry Professional Interest Section.

Pastoral circle—model of reflection on contemporary social challenges that involves identifying the experience, social analysis, theological reflection, and planning and action. For more information, see Joe Holland and Peter Henriot, *Social Analysis: Linking Faith and Justice*.

Themes of Catholic social teaching—Seven fundamental ideas derived from United States Catholic Bishops, *Sharing Catholic social teaching: Challenges and Directions* Includes the following priorities: life and dignity of the human person; call to family, community, and participation; rights and responsibilities; option for the poor and vulnerable; the dignity of work and the rights of workers; solidarity; and care for God's creation. The themes were initially designed to provide the faithful with a memorable list and are not meant to take the place of the decades of full text papal and episcopal writings.

Two Feet of Love in Action—Popular model and curriculum produced by the United States Conference of Catholic Bishops, it describes two distinct but complimentary processes of social response, social justice and charitable works. For more information, see United States Conference of Catholic Bishops Office of Justice, Peace, and Human Development: Resources and Tools.

SUGGESTED READING LIST AND WEBSITES

The Archdiocese of Cincinnati. *Catholic Social Action*. One of several diocesan office Web pages providing a good structure for Catholic social action and worthwhile links to other valuable sources.

Archdiocese of Washington. *Parish Social Ministry*. Amongst other strengths, provides a mini tool kit for parish social ministry.

Catholic Charities of St. Paul and Minneapolis. *Advocate with Catholic Charities of St. Paul and Minneapolis*. Provides tool kit resources, links to Catholic social teaching, and other relevant resources.

Catholic Charities USA. *Catalysts & Collaborators in Social Ministry: Strategies for Parish Partnerships and & Parish Social Ministry in Catholic Charities*. Alexandria: Catholic Charities USA, 2008. The project paper of the CCUSA Parish Social Ministry Professional Interest Section concisely illustrates key distinctions of parish social ministry and parish partnership programs.

Catholic Charities USA. *Parish Social Ministry Professional Interest Section*. Check often for updates on Webinars, the members' online directory, news notes, CCUSA PSM publications, and other features.

Center of Concern. *Education for Justice*. Website clearinghouse for prayers, articles, Internet links, etc. related to social justice. Some of the material is by subscription only.

DeBerri, Edward P. et al. *Catholic social teaching: Our Best Kept Secret.* New York: Orbis Books, 2003. A classic overview of the history of the Catholic Church's social teaching for students, teachers, clergy, and laity. It presents outlines of both recent and historic key documents.

In the Footsteps of Jesus: Catholic social teaching at Work Today. United States Conference of Catholic Bishops. DVD. 2003. Concise outline of seven themes of Catholic social teaching, including narration of the themes' implementation in modern society.

Korgen, Jeffry Odell. *My Lord & My God: Engaging Catholics in Social Ministry.* New York: Paulist Press, 2007. The author uses a number of examples of personal experience from parish life to describe topics in current social ministry.

McCarthy, David Matzko. *Heart of Catholic Social teaching: its Origins and Contemporary Significance*. Grand Rapids, MI: Brazo Press, 2009. This accessible introduction covers the complete history and contemporary contexts of the church's involvement in Catholic social tradition, giving distinctive attention to the Bible, liturgy, the thought of Augustine and Aquinas, and recent theological developments.

Mich, Marvin L. *Social Justice.* Mystic, CT. Twenty-Third Publications, 2002. A pamphlet for the beginners, provides reflection questions and prayers connected to the basics of parish based social ministry. Includes source list for both monographs and organizational websites.

National Conference of Catholic Bishops. *Communities of Salt and Light: Reflections on the Social Mission of the Parish*. Washington, D.C. 1994. Considered the seminal

Church document on parish social ministry, clearly outlines seven social ministry priorities that lead to a vibrant parish.

Office for Catholic Social Justice Ministry of the Archdiocese of Hartford. *Parish Social Ministry Resources*. Amongst other things, includes a section with tips and examples of parish social ministry websites.

Pontifical Council for Justice and Peace. *Compendium of the Social Doctrine of the Church.* Cittá del Vaticano: Libreria Editrice Vaticana, 2004. Necessary reference book providing conceptual definitions with links to other related Church documents of terms from Catholic social teaching

Ulrich, Tom. *Parish Social Ministry: Strategies for Success.* Notre Dame, IN: Ave Maria Press, 2001. A user guide for practically administering a social ministry office in today's Catholic parish.

United States Catholic Conference, Inc. *Sharing Catholic Social Teaching: Challenges and Directions: Reflections of the U.S. Catholic Bishops*. The source of the listing of the "seven themes of Catholic social teaching," the Bishop's letter also includes an explanation on how the letter may be most effectively applied to different target audiences.

United States Conference of Catholic Bishops. *Justice, Peace, and Human Development*. Source for recent USCCB statements on justice and peace and links to its educational resources.

Catholic Charities USA

Working to Reduce Poverty in America.

2050 Ballenger Avenue, Suite 400, Alexandria, VA 22314
www.CatholicCharitiesUSA.org