



## A. Best Practices: Stewardship and Parish Database Management

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Parish data is fundamental to the success of every communication strategy.

**A welcoming atmosphere:** With the correct contact information, parishioners will receive the intended communications and not be left out. This is important for routine and critical communications. Good contact data is important for good hospitality.

**The Leaven subscription:** The correct mailing address means the parishioner receives their subscription to *The Leaven*.

**Good stewardship of donations:** Parishioner gifts fund the work of the parish. With current contact information, there is less wasted postage, printing and staff costs.

Considerations in keeping parishioner contact information current with the Archdiocese:

### **Completeness**

The Archdiocese strives to keep a parishioner's contact information current and detailed. For example, household would include: complete mailing address and home phone (if applicable) personal information for EACH adult in the home: first name, last name, cell phone, email, personal title (Mr., Mrs., Dr. etc.), household relationship (husband, wife, adult son, adult daughter, elder parent...)

Notes: Descriptions of unique or clarifying household details.

### **Consistency**

Use consistent abbreviations without punctuation (Ex: St, Ave, CT, NE, etc...)

Expectations for updating the Archdiocese database:

### **Annual Update Participation (April – July)**

The Office of Stewardship and Development sends each parish their parishioner contact list based on the Archdiocesan database. This is sent by May of each year. Parishes respond with changes and additions by July 15.

### **Ongoing Updates (year-round)**

Updated parishioner contact information received during the year should be sent in batches to the Office of Stewardship and Development:

Weekly - Parishes with more than 1,000 households

Monthly - Parishes less than 1,000 households

Immediately – any urgent changes

### **Contact Us**

Contact the Office of Stewardship and Development at 913-647-0380 with questions or for assistance with parish contact lists.