

SAINT TIKHON
ARCHDIOCESAN
STEWARDS



"ORTHODOX PEOPLE!..
YOU MUST DEVOTE
YOURSELVES TO THE
ORTHODOX FAITH NOT IN
WORD OR TONGUE ONLY,
BUT IN DEED AND IN
TRUTH." 1903



Bless Master.

Fathers, mothers, brothers and sisters.

STAS Promotions Report
October 2011

As we approach the fourth year since STAS was formed, the STAS Committee has learned a great deal on what is the most effective way of promoting this very important initiative. STAS has a consistent base of contributors that have supplied both funds and much needed experience for the STAS Committee. Needless to say, if STAS does not engage in a program of promotion this base will shrink.

In business and sales terms "if you are not growing you are shrinking."

What works (as the past has indicated) is "in person" presentations. 90% of the existing Stewards are from these presentations by a STAS Committee member. We also know that presentations that coincide with print marketing is effective. This combination not only allows for growth but also the retention of existing Stewards.

Our Recommendations for 2011-2012

Presentations

Over the fall there have been two "direct" appeals. The first, a letter and email to the current Stewards (update on the change of banks and an appeal for those contributing under \$60/m to increase) and the "direct" appeal to the faithful of the Archdiocese. This alone will not increase the participation of the faithful in any meaningful way. Our recommendation is that within 45 days of these appeals "in person" presentations occur. Our focus should be first on the major parish centers:

- The Sign of the Theotokos - Montreal
- St. Peter and Paul - Montreal
- Annunciation Cathedral - Ottawa
- Christ the Saviour - Toronto
- St. Seraphim Mission - Toronto
- Holy Trinity - Winnipeg
- St. Marks - Yorkton
- Holy Resurrection - Saskatoon
- St. Herman's - Edmonton
- St. Peter - Calgary
- St. Herman's - Langley
- Holy Resurrection - Vancouver

Presentations will happen in Montreal, The Sign, and St. Peter and Paul (Oct. 16th) and in Vancouver, St. Herman's and Holy Resurrection (Oct. 29th and 30th). Members of the STAS Committee's home parishes are in Edmonton (St. Herman's) and Ottawa (Annunciation) and therefore there will be presentations done there by the end of November. This leaves 6 parishes to present to.

An important point to make is that of the list of parishes that will receive a STAS Representative, the two greater Vancouver parishes have never had a formal STAS presentation. This is also true for Saskatoon, Yorkton and Winnipeg. For this reason we expect the number of contributors to grow.

In order to maintain the low cost promotion of STAS throughout the largest Diocese in the world, the STAS Committee has preformed presentations to large parish centers while visiting those parishes. While this can be continued it would be in the best interest of the Archdiocese to more purposefully promote STAS.

There are two key centers, Alberta and the Ontario-Quebec corridor. Alberta encompasses Calgary, Edmonton and Saskatoon. Ontario-Quebec corridor is Montreal, Ottawa, and Toronto. These areas are accessible and in relatively close proximity (day trips by car). Outside of these areas are Winnipeg, Yorkton, and the greater Vancouver area.

The remaining key areas to receive a STAS presentation would be, Toronto, Calgary and Saskatoon. Both Winnipeg and Yorkton present good possibilities and therefore, those Parishes should be seen by a STAS Representative. Parishes outside of these can be done however, to be as efficient as possible they would be a secondary priority.

Deanery Support

Deans and the Deanery play an important role in the growth of STAS. Now that the administration has better control and STAS has a proven track record the next logical step is to become a greater fixture within the Deanery. The promotion of STAS by the STAS Committee will always be limited by virtue of the size of the Archdiocese. To make both the promotion and maintenance of STAS Stewards more efficient a more regional approach is needed.

Deans can assist the growth of STAS in a number of ways:

1. Becoming STAS Stewards
2. Adding STAS to the agenda of Deanery meetings
3. Assisting the STAS Committee in arranging presentations
4. Identifying individuals that may be interested in becoming STAS Stewards

Through the Dean's involvement Rectors will be more confident in STAS. Adding STAS to the agenda of Deanery meetings builds both awareness and opportunity to become involved. Without the Deans participation STAS will be either spending more money in promotion or regulated to hap-hazard growth.

The Messenger

In last edition of the Messenger STAS had included the Steward. Prior to this the STAS Steward was an online newsletter. This was done to improve the visibility of STAS but also to add content to the Messenger. A staple in the Messenger/Steward will be an enrolment form and an update on the growth of STAS.

Our recommendation is that where a STAS member is not on the mailing list of the Messenger, the Messenger is sent directly to that member. This is a marginal cost increase for the Archdiocese and goes a long way in increasing the distribution of the Messenger. In addition to this, the Stewards inclusion adds a layer of credibility and greater access.

Summary

We have gotten from STAS exactly what we have put in. The past 3 years have taught us that the administration of STAS will not help you grow but, a poor administration will stop you from growing. Now that the financial reporting and governance of STAS is under control we can begin to move forward in a more meaningful way.

What we have put into STAS has been based on "tight budget promotion". As a result we have limited enrolment in less than half of the Parishes of the Archdiocese. This is not a failure but rather the reality. There were no funds to dedicate to the promotion of STAS in the first year of this initiative. Presentations have been left to the availability and financial liability of the STAS Committee. No investment equals no return.

If the results are acceptable to the Archdiocesan Council then there is no reason to change anything. If the Archdiocesan Council sees that there is a need for consistent funding then a greater investment is needed. Investment not only in financial terms but in commitment terms. For the Deans, Clergy and lay representatives of the Council this means getting involved, asking how they can help or even becoming STAS Stewards themselves.

Sub. Dn. Jeremy Scratch
Eastern Representative for the St. Tikhon Archdiocesan Stewards.

