



Stewardship

St. Mary's Armenian Apostolic Church
of Washington, D. C.

42ND AND FESSENDEN STREETS, N. W. (AT WISCONSIN AVE.), WASHINGTON, D. C. 20016

Bishop Papken Varjabedian
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2000 S. Eads St., Apt. 314
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July 17, 1974

Archbishop Torkom Manoogian
Primate
Diocese of the Armenian Church of America
630 Second Avenue
New York, NY 10016

Dear Archbishop Torkom:

I have your letter of July 8 regarding the Stewardship program together with the enclosures, which do not present a very encouraging picture.

You asked for recommendations. Below are several which I trust may be helpful. First, however, may I ask that you instruct your secretary to change the listing of one of the stewards from the Washington area. It should be M. Casey Kazanjian and not Miss Bella Kazanjian.

1. Each parish should designate someone to take charge of the Stewardship program in the parish, and the name of that individual should be on file in the Diocese, and the Diocese should use him as the point of contact for all Stewardship matters. I would think that the best choice would be one of the Diocesan delegates because he is most familiar with the needs of the Diocese and the importance of the Stewardship program in the overall picture. The designee should, of course, maintain close coordination with the parish treasurer and the parish council generally. In our own particular parish the Legate's Council took it upon itself to assume that task; it just so happens that the Legate's Council also includes all the Diocesan delegates.

2. I have an impression that at the Diocese the Stewardship program passes through too many hands; three to be exact. I don't mean program; I mean the individual submissions. I would think that the present procedure could be streamlined a bit to reduce the number of people involved there at the Diocese from three to two. Their duties would be:

a. Receive and record the Stewardship form or submission, handle the publicity thereof, dispatch the annual letter reminders and follow-up letters, maintain the card file.

b. Make the financial entries necessary, deposit the checks, and credit the parish concerned, letting the parish know the name of the parishioner (Steward) who is giving the parish the \$100 credit in each instance.

3. I feel there has been inadequate publicity in The Armenian Church,

*Corrected
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And what there has been has often been perfunctory. Rather than simply listing names from time to time, the purpose of the Stewardship program should be repeated over and over again - as a preface to the list of names. And in addition to publicizing the program and the lists of names in the Armenian Church, an effort should be made to get some publicity in the releases that are regularly sent to the Armenian papers such as The Armenian Reporter and the Armenian Mirror-Spectator.

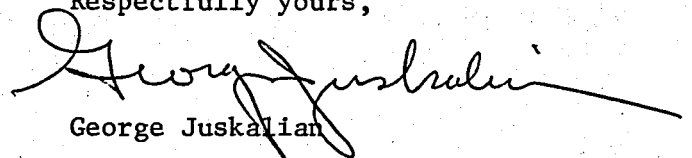
4. It is my understanding that only one letter is sent out to each Steward when the month for his renewal comes up. There is no follow-up after a certain length of time if the Steward fails to respond to the initial letter. I recommend there be at least one and, if necessary two follow-up letters. There is nothing impolite about such tactics as long as the letters are couched in courteous language. It's done every day by almost all organizations; it's an American way of life. I would space the follow-up letters 30-45 days apart. If no response is forthcoming after the second follow-up letter, then would be the time to request the Parish Stewardship designee (see para. 1, above) to give the matter his personal attention.

5. Frankly, the Stewardship lapel emblem did not appeal to me. It was meaningless. A lapel pin with either the head of St. Vartan or a miniature replica of the Cathedral - like pins I have seen of Etchmiadzin - would have had meaning. Perhaps it's too late to do anything about this now, but I thought I'd include it as an observation, anyway.

Enclosed are a couple of form letters we sent out last year when the program was started. We sent them out on a selective basis to about 50 parishioners. And since then we have been trying almost constantly to get additional Stewards by personal contact. It has worked; we have exceeded our quota by a fair margin - but we are not resting on our past efforts. We hope to double our quota as a minimum.

I trust the foregoing thoughts may prove of assistance in pushing the Stewardship Program ahead.

Respectfully yours,


George Juskalian

2 Encls.