



TPMS Best Practices: Growing Missionary Disciples through Generosity

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Helping Disciples Mature through Generosity



- Part of the growth of missionary disciples is to **help them use their gifts and material resources for the kingdom**, because it's impossible to serve both God and mammon.
- We see many examples of how Jesus and the Church formed the first disciples in this way.



Helping Disciples Mature through Generosity



- The Wise Men
- The call of the first apostles
- The Rich Young Man
- The women who supported Jesus and the apostles (Lk 8:3)
- The boy with five loaves and two fish
- Zacchaeus
- The widow with her mite
- The Man with the Upper Room
- Joseph of Arimathea
- Jesus' words about storing up treasure in heaven, giving and it will be given to us, and the 100-fold reward in this life with eternity.



Helping Disciples Mature through Generosity



- St. Paul's words to the Corinthians:
 - "Their [the Macedonians'] profound poverty overflowed into a wealth of generosity"
 - "They begged us insistently for the favor of taking part in the service to the holy ones"
 - Generosity is to "test the genuineness of your love by your concern for others."
 - "Give proof to the churches of your love."



Helping Disciples Mature through Generosity



- “Whoever sows bountifully will also reap bountifully.”
- “Give without sadness or compulsion for God loves a cheerful giver.”
- “You are being enriched in every way for all generosity.”



Helping Disciples Mature through Generosity



- Disciples can become “laborers for the harvest” by supporting the harvesters.
- The Good Samaritan was able to help the injured man not just by his personal care but by paying the inn-keeper.



Helping Disciples Mature through Generosity



- We see this help toward full stature in Christ from the beginning in TPMS.
- Bl. Pauline Jaricot put together circles that focused on missions, prayed **and gave a sou a week.**
- Bishop Charles de Forbin-Janson got children to learn about children in the missions, to pray and **give a sou a month.**



Helping Disciples Mature through Generosity



- Jeanne and Stephanie Bigard, having belonged to groups that read the Annals and prayed for missionaries and **made and sent goods**. They then **sold their house** to build a seminary in Nagasaki.
- Blessed Paolo Manna tried to stimulate priests and religious **to participate in the other Societies** and to involve the **whole Church** for the whole world.



Helping Disciples Mature through Generosity

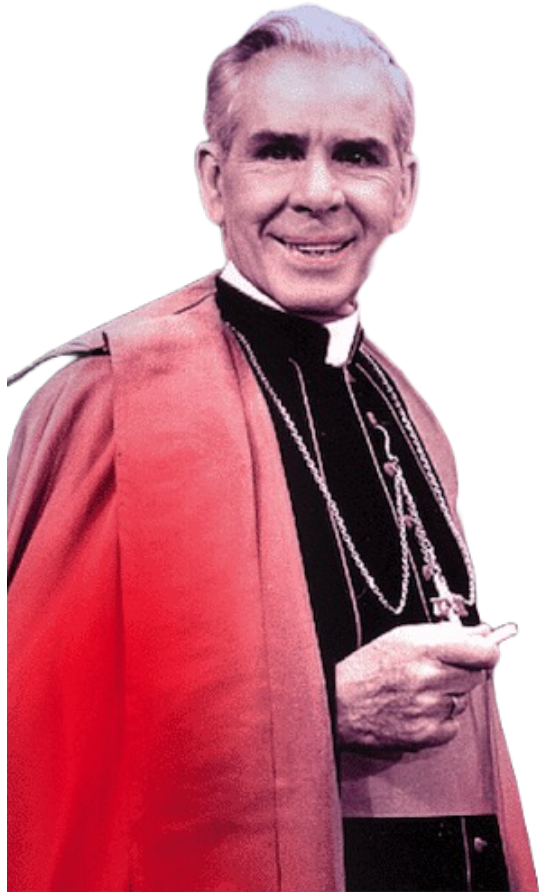


- St. John Paul II in *Redemptoris Missio*:
 - **“All that we have received from God** — life itself as well as material goods — does not belong to us but **is given to us for our use. Generosity in giving must always be enlightened and inspired by faith:** then we will truly be more blessed in giving than in receiving. ...
 - **“World Mission Day**, which seeks to heighten awareness of the missions, as well as to collect funds for them, is an important date in the life of the Church, because it **teaches how to give:** as an offering made to God, in the Eucharistic celebration and for all the missions of the world.”





How We Try To Do This In the United States



- Archbishop Fulton J. Sheen, at 55 years old, was appointed the fifth National Director of TPMS-USA (POPF, POSPA and after 1956 PUM) in 1950. He continued until 1966.
- No one in the US has ever formed more people to take the missionary consequences of their baptism more seriously, through his preaching, radio and television work, 66 books, two magazines founded, World Mission Rosary and more.
- He gave most of his media earnings (\$10 million) to TPMS. He gave 40 percent of his estate, including the copyrights to his books and audio recordings, to TPMS. And he raised \$200 million (in today's money, \$2.1 billion) for TPMS.



How We Try To Do This In the United States



- When he was national director, **60 percent of the budget of the Society of the Propagation of the Faith** came from the USA.
- He contagiously confessed to everyone: “**My greatest love has always been for the missions of the Church,**” inspiring others to share that love.
- He also stated with gratitude: “Whenever money is needed, or a new hospital, or a new jeep, **it is always to the Church of the United States that the missionaries look. There is something right and meet and just about this,** for the Lord has blessed the United States as no other country in the world has been blessed. The superfluities of the United States are the necessities of the poor.”



How We Try To Do This In the United States



- Americans have been raised in an entrepreneurial, problem-solving culture, using their freedom and creativity to address various needs rather than depending upon someone else to do it.
- While the support of the Society of the Propagation of the Faith gave a great deal of support to the Church in the US (\$7 million from 1825-1908), most of the Churches — and the Church — in the US were built by the sacrifices and hard work of the Catholics themselves.
- American culture today is still based on personal generosity in the funding of universities, hospitals, charitable causes, culture, and faith. Our tax laws support and incentivize this generosity.



How We Try To Do This In the United States



- We try to help American Catholics to invest in the missions. **The more they invest, the more they become invested**, which is something that helps them in their growth as missionary disciples.
- But Americans are bombarded with requests for help. They learn to be **discriminating**, giving generously to those causes and leaders that meet their values.
- They want **accountability** to establish trust. (Hence the damage of ecclesial financial scandals and the importance of the election of Pope Leo.)
- They want to give to **programs** that effectively help, **rather than enrich those carrying out the programs**. They don't want to give much to overhead. (They are in general not attracted to things like a "Universal Solidarity Fund.")



How We Try To Do This In the United States



- They **want to see the impact** if they're going to give regularly or make a major gift. (We need to report back to them, to show them what they've helped accomplish, to allow recipients to thank them. We underline the importance of descriptions of what their help has made possible, together with photos and videos)
- They **don't want to be reduced** to their material value or **manipulated**. (They want to be partners. They want to be treated as fellow disciples, not ATMs).
- In a world in which there are lots of problems and reasons for concern, they want to be **sowers of hope**, and the growth of the faith in the missions is a great reason for hope toward the future.



How We Try To Do This In the United States



- General support for the missions involves information, formation and the invitation and opportunity to participate. The three biggest ways this is done are through:
 - **World Mission Sunday** — It's not just “another collection,” but a day of prayer, missionary formation and generosity. The papal video last year.
 - **Missionary Cooperative Appeals** — Catholics hear about the missions from missionaries and are given an opportunity to share directly in their work.
 - **Parish and Diocesan Adoptions** — This is a more formal commitment to support, which involves mutual prayer, visits, help and then annual collections and fundraising activities.



How We Try To Do This In the United States



- Standard means to **identify** Catholics, **invite** them directly to share in our work for the missions, and then to **develop** our relationship with them:
 - **Letters to existing supporters**
 - Letters to **rented lists or brokers** whose past giving and other associations say they might be interested in our work
 - **Email campaigns** to opted-in prior donors
 - **Social Media campaigns and advertising** (on Facebook, Instagram, and Youtube). We had 25,000 sign up last year when I was doing the EWTN television for the conclave).
 - **Crowdfunding** campaigns for specific projects, like #IGiveCatholic in Advent.
 - **Text messages.**
 - **Search engine optimization** to bring people to our website



How We Try To Do This In the United States



- Once they indicate interest, we try to develop a relationship with them, informing them of our work and inviting them to share in it with specific, timely appeals, by letter or email, and descriptions of mission work in different regions of the world and the work of the different Societies.
- One of our first ways is to invite them to join our monthly **Apostolic Giving Circle.**



How We Try To Do This In the United States



- **Major Gifts**
 - We generally make one-on-one appointments with established donors to ask them if they might be able to help us with a more significant gift through a multi-year commitment. This is often for specific projects and needs.
- **Planned Giving**
 - TPMS is included in their estate planning. Many donors need to be educated in these options.
 - **Wills** — Several still from Sheen's time!
 - **Gift Annuities**
 - **Trusts**
 - **Life Insurance**



How We Try To Do This In the United States



- **Foundations**
 - There are many foundations in the United States but there is **enormous competition** to receive their funding.
 - Normally funding is because of the overlap between the Foundation's priorities and TPMS.
 - There is a **high level of accountability** required.
- **Preaching in Parishes**
 - We do this to try to raise recognition for the Missions and support for TPMS.
 - As part of the Missionary Cooperative Appeals, we preach about POSI or about POSPA.



How We Try To Do This In the United States



- **Receptions**

- We ask bishops and various donors to host receptions where we can meet those who might be interested in learning more about our work and supporting it.

- **Fundraising Dinners**

- This is a good opportunity to meet regularly with our supporters and meet new potential supporters.
- We honor someone whose friends would be interested in purchasing tables to be present.



How We Try To Do This In the United States



- Other Means
 - **Donor Advised Funds** — Donors give money to a non-profit for tax purposes and then request it to be given to TPMS. Such DAFs can only go to charities and so those who set them up in general are generous and are looking for organizations to support
 - **Qualified Charitable Distributions** — Retirement plans require those who hold them to start making withdrawals after 70.5 years. If people do not want to pay taxes on them, they can give them to us.
 - **Real Estate Transfers**
 - **Stock Transfers**



How We Try To Do This In the United States



- **Wise Stewardship** of the Funds we have
 - Investing wisely and **getting a good return on the moneys we have.**
 - The funds that are **waiting to be distributed** to the missions (\$30 million last year).
 - **Charitable Gift Annuities**
 - **Pooled Income Funds**
 - **Trusts**
 - **Our Endowment**
- **Getting the Word Out**
 - Many American Catholics, including some priests, still don't know about the incredible work TPMS is doing. So we try to be in the Catholic and secular media as much as possible and try to visit as many dioceses, speak at major Catholic conferences, preach retreats and clergy days and speak at seminaries as we can.



Thank **you!**