

# **A Test Campaign**

Venice, FL

## **Campaign Chair Guide**



**MISSION ADVANCEMENT SERVICES**

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Your parish's Capital Stewardship Campaign is about people and ministry—people who belong to your parish and are a community of faith as well as the ministry that touches and transforms lives. Every week, many different ministries, led by your pastor, religious and lay leaders make a difference to people in the parish and throughout the diocese, from children through senior citizens. You are a light in your community for the gospel of Jesus Christ.

Ultimately, a capital stewardship campaign allows a parish and arch/diocese to provide the capital that enables ministry to continue and grow. It may be a new Church, a Parish Life Center, the replacement of a roof, new technology for the school, endowing a ministry position, seminary education, tuition assistance or any number of ministry needs. The arch/diocese has identified critical ministry needs, and each parish is asked to do the same. These needs are then outlined in a "Case Statement" that communicates the purpose for the campaign and the impact that the funds raised will have on your community.

Your capital stewardship campaign will be...

**\*Ministry-driven:**

- What is God asking your parish to be and do?
- How will the physical needs that are being addressed provide critical tools for shaping ministries and changing the lives of people?
- How will the campaign inspire people to involve themselves not only in the campaign but also in the overall life of the parish?

**\*Stewardship focused:**

- Based on Scripture and the teachings of the church
- Deepen personal faith so that one's daily life is lived with gratitude for all God's gifts

**\*Involvement oriented:**

- Led by your pastor and lay leaders
- Engaging numerous people to do "just one job" so that no one person becomes overburdened
- Sharing the work of the campaign so that high ownership is created in the parish

**\*Prayer-centered:**

- Inviting every parish family to pray for other parish families in a series of prayer events led by the parish campaign prayer team
- Inviting each family, through prayer, to discern its place in making a sacrificial gift to the identified needs of the parish
- Seeing giving as an *opportunity* rather than an *obligation*



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To succeed in reaching the goal of providing resources for ministry ...

- The pastor and leaders will give direction to the campaign. In larger parishes, some of the positions will require more than one leader
- Many helpers are enlisted to serve with leaders so that no one person is Overburdened and the parish is not hurt as people still continue in regular ministry responsibilities
- Proven strategies are used that blend with the uniqueness of the parish to develop a campaign that is appropriate for the parish at this time
- Resources and training are given over the life of the campaign so that there is a clear roadmap to success
- Homilies, lay stewardship talks, printed and visual materials are developed so that each family is challenged in their spiritual life and engaged in parish life so that a broad and generous response is given to the needs of the parish
- An invitation to give, versus an obligation that is imposed upon parishioners, is promoted by asking each parishioner to pray “Lord, what do You want me to do through me to accomplish Your will for my parish and arch/diocese?”

As a leader in a program that has a bearing on the future ministry in your parish, your personal commitment to be a leader in action and not just in title will be a deciding factor in the ultimate success of this campaign.

Make a commitment to quality leadership.

- Study your Leader’s Guide.
- Complete all of your assignments.
- Set an example for others.
- Attend all possible meetings and be on time.
- Encourage others on the Leadership Team.
- Seek ways to enhance your responsibility by asking, “What can I do to make this better?”

Make a commitment to spiritual leadership.

- Pray for your parish & its leadership
- Pray for the Leadership Team.
- Pray for all who are enlisted.
- Pray for God’s guidance as you accomplish your task.
- Pray that God will show you how to make your financial commitment a meaningful expression of your stewardship.



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## BEGINNING THE PROCESS OF DISCOVERY

You are beginning a journey that will challenge you to grow in many wonderful ways. If this journey is faithfully and properly conducted, it will enable you to make a number of spiritual and practical decisions. The following self-discovery guide and worksheet is designed to help you work toward that destination.

**How can being a disciple of Jesus make an impact on stewardship and giving in this campaign?** According to the U.S. Bishops' pastoral letter on Stewardship, *Stewardship a Disciple's Response*, living as good stewards of God's gifts flows from the fact that we are disciples of Jesus. The beginning of the letter states, "A disciple is a learner and companion of Jesus. As one open to the movement of the Holy Spirit towards a gracious generosity of heart, the authentic disciple regards all he or she is and possesses as gifts and blessings from God . . ."

1. **How can you go to God in prayer to discern His will for your personal life and parish?** For some scriptural suggestions, please read Luke 11:9-10, John 17, and Matthew 6:5-13.
2. **How can you apply Mary's response to God's call to stewardship in your own life?** Scripture is full of references to those who were good stewards. These role models can help us develop our own way of living out our call as disciples. According to the pastoral, "After Jesus, it is the Blessed Virgin Mary who by her example most perfectly teaches the meaning of discipleship and stewardship in their fullest sense. All of their essential elements are found in her life: she was called and gifted by God; she responded generously, creatively and prudently; she understood her divinely assigned role as 'handmaiden' in terms of service and fidelity." (see Luke 1:26-56)

Our Catholic Faith teaches us that we are part of something greater than ourselves. The community of faith offers us the support and nourishment of the Sacraments for our life's journey. We are also aware that we are part of that great Christian Family, the Communion of Saints, all the wonderful people who have gone before us in the faith, and who will come after us.

Every age in Christian history teaches us great lessons of faith and trust and sacrifice. When God's messenger told Joseph not to be afraid to take Mary into his home as his wife, he put aside his fear of the future and made a generous commitment of his very life to Jesus and Mary – because of his faith.

Mother Theresa left a life of teaching in a private academy to care for the poorest of the poor as they lay dying. She sacrificed in order to witness to the love and presence of Jesus.

The pioneer Catholics of our arch/diocese and parish are heroes for us because of their sacrifices. What are we being called upon to do in our time?



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**FIRST . . . How might I give back to God by serving others?**

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*1 Peter 4:10 ...As each one has received a gift, use it to serve one another as good stewards of God's varied grace. (Also see 2 Corinthians 9:8)*

**SECOND . . . What are some reasons that should motivate you to give toward this project?**

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*Sirach 35:10 – Give to the Most High as He has given to you, for the Lord is one who always repay and He will give back to you sevenfold.”(See also: 1 Kings 5:19; Mark 8:2-3; Luke 12:48; Romans 13:7-8; 2 Corinthians 8:11-12)*

**THIRD . . .What attitudes does God like to see demonstrated in your giving?**

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*2 Corinthians 9:7 – Each must do as already determined, without sadness or compulsion, for God loves a cheerful giver.*

*(See also: Exodus 25:1-2, 35:4-5, 20-24, 29; 1 Chronicles 29:17; 1 Corinthians 13:3)*

**FOURTH . . . What does it mean to share sacrificially?**

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*Mark 12:43b-44 – Amen, I say to you, this poor widow put in more into than all the other contributors to the treasury. For they have all contributed from their surplus wealth, but she, from her poverty, has contributed all she had, her whole livelihood.*

*(See also: 2 Samuel 24:24; 1 Chronicles 21:24)*

**FIFTH . . .What does a “sacrificial” commitment require of the giver and what would you be willing to do in order to contribute sacrificially?**

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*2 Corinthians 8:3-5 – For according to their means, I can testify, and beyond their means, spontaneously, they begged us insistently for the favor of taking part in the service to the holy ones, and this, not as we expected, but they gave themselves first to the Lord and to us through the will of God. (See also: 1 Chronicles 29:1-3; Acts 2:44-45, 4:32-37)*

**FINALLY . . . before determining your commitment, consider praying: “Lord, what do You want to do, through me, to accomplish Your will for our parish and the arch/diocese ?”**



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## DISCOVERING WAYS TO GIVE

As you consider your commitment, consider these things:

- SACRIFICE . . .** What does “SACRIFICE” mean to me?  
Your commitment should be built on the theme **“Not Equal Gifts, but Equal Sacrifice.”** Your three-year commitment should be a demonstration of your personal definition of sacrifice.
- PROCESS . . .** What am I willing to do or do without?  
Seek to translate “SACRIFICE” into a plan of action.
- AMOUNT . . .** What kind of commitment will my sacrificial efforts generate during the next three years?

Remember, you will be setting a standard of sacrifice for others to follow. At certain times in our lives we are made more aware of our ministry of good example. What lessons of faith and sacrifice will your offering teach your children, grandchildren and your circle of extended family and friends.

Take a personal inventory — Consider investing from **as many areas** as possible.

- PRAYER...** What time and energy can I commit to strengthening my prayer life?
- SERVICE ...** How will I use my Gifts and Talents in the next 3 years?
- INCOME . . .** How will I share my Income?
- ASSETS . . .** What item(s) of value do I own that I can give to my parish (real estate, stocks, bonds, personal possessions, etc.)?
- INCOME PRODUCING:** What income could I dedicate from rental properties, stocks, bonds, certificates of deposit, interest bearing accounts, etc.?
- SACRIFICE . . .** What can I give up, do without, postpone, or alter in order to give to my Parish?

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## POSSIBILITY PLANNING WORKSHEET

How much time to Prayer do I give?

Weekly	Monthly
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How much time to Service do I give?

Weekly	Monthly
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From the monthly budget I could give ...

Weekly	Monthly
Bi-Monthly	Other
Total	

Asset Possibilities

✓	ASSET	VALUE
	Real Estate	
	Stocks	
	Bonds	
	Other Assets	
	Total	

Income Producing Assets

✓	ASSET	INCOME
	Rental Properties	
	Stocks	
	Bonds	
	CDs	
	Interest Bearing Accounts	
	Total	

Sacrifice .....  
I could do without .....  
Postpone .....  
Alter .....

Total	
<b>POSSIBLE 3-YEAR TOTAL</b>	



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## INITIAL GIFT PROFILE CHART

**\$1,500,000**

**“NOT EQUAL GIFTS, BUT EQUAL SACRIFICE”**

No. Gifts at Level	Gift Level	Total at Level	Cumulative Total
1	\$100,000	\$100,000.00	\$100,000.00
2	\$50,000	\$100,000.00	\$200,000.00
2	\$25,000	\$50,000.00	\$250,000.00
3	\$20,000	\$60,000.00	\$310,000.00
4	\$10,000	\$40,000.00	\$350,000.00
5	\$5,000	\$25,000.00	\$375,000.00
17 Commitments = \$375,000.00 or 25% of Goal			
No. Gifts at Level	Gift Level	Total at Level	Cumulative Total
8	\$15,000	\$120,000.00	\$495,000.00
12	\$12,000	\$144,000.00	\$639,000.00
16	\$10,000	\$160,000.00	\$799,000.00
20	\$7,500	\$150,000.00	\$949,000.00
26	\$5,000	\$130,000.00	\$1,079,000.00
30	\$3,500	\$105,000.00	\$1,184,000.00
35	\$3,250	\$113,750.00	\$1,297,750.00
147 Commitments = \$922,750.00 or 62% of Goal			
164 Commitments = \$1,297,750.00 or 87% of Goal			
No. Gifts at Level	Gift Level	Total at Level	Cumulative Total
10	\$3,000	\$30,000.00	\$1,327,750.00
12	\$2,500	\$30,000.00	\$1,357,750.00
15	\$2,000	\$30,000.00	\$1,387,750.00
18	\$1,500	\$27,000.00	\$1,414,750.00
20	\$1,250	\$25,000.00	\$1,439,750.00
24	\$1,000	\$24,000.00	\$1,463,750.00
Many	\$500 or less	\$36,250.00	\$1,500,000.00

99 Commitments = \$202,250.00 or 13% of Goal

263 Commitments = \$1,500,000.00 or 100% of Goal



# SEPTEMBER

2013

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 <i>Labor Day</i>	3 3 pm Campaign Admin. & Involvement Ldr 5:30 pm Pastor & Campaign Chrs. 6 pm Print/Visual Mtg. 7 pm <b>Train Leadership Team</b> 8 pm Advance Commitment/ Pacesetter Gifts #1	4	5	6	7 Introduce Leadership Team  Distribute Special Edition Newsletter at Masses
8 Introduce Leadership Team  Distribute Special Edition Newsletter at Masses	9	10	11	12	13	14
15	16	17 5:30 pm Print/Visual Comm. Mtg. #2 6:15 pm Contact Team Assts. 7 pm <b>Leadership Team Report Mtg. #1</b> 8 pm Pace Setter Gifts Mtg.#2/ Adv Commit. Mtg#2	18	19 Fact Sheet due to printer	20	21
22 Awareness Gathering	23	24	25	26 Brochure due to printer	27	28
29	30					



OCTOBER

2013

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4 Fact Sheet mailed by printer	5
6	7	8 5:30 pm Pastor & Campaign Chrs 6 pm Train Info. Team 6:30 pm Train Contact Team 7:30 pm <b>Leadership Team Report Mtg. #2</b> 8:30 pm AC Mtg. #3/ Pacesetters	9	10	11 Brochure delivered to parish by printer  Parish-wide Event Invitation due to printer	12
13	14 <b>Columbus Day</b>  Newsletter due to printer	15 Parish mails Advance Commitment Invitations	16	17	18	19 Distribute Information Packets
	Information and Prayer Calls -- October 14 – 19					
20 Distribute Information Packets	21	22 5 pm Follow-up Mtg 6 pm Pacesetter Gifts Report Mtg 7 pm LT Report Mtg. #3 8 pm Advance Commitment Host Orientation	23 Parish mails remaining Info Packets	24	25 Parish-wide Event Invitation mailed by printer	26 <b>Weekend I</b> Announce Goals Pastor's Stewardship Talk Poster Festival Attend Meeting to Answer Questions
		Advance Commitment Gathering Calls -- October 22 - 31				
27 <b>Weekend I</b> Announce Goals Pastor's Stewardship Talk Poster Festival Attend Meeting to Answer Questions	28 Newsletter mailed by printer	29	30	31		
Advance Commitment Gathering Calls -- October 22 - 31						



NOVEMBER

2013

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
•	•	•	•	•	•	•
					1	2 <b>Weekend II</b> Homily Stewardship Talk Youth Involvement Weekend
3 <b>Weekend II</b> Homily Stewardship Talk Youth Involvement Weekend	4	5 7 pm Advance Commitment Gathering	6	7	8	9 <b>Weekend III</b> Homily Stewardship Talk
Parish Event Invitation Calls – November 4 - 9						
10 <b>Weekend III</b> Homily Stewardship Talk	11	12	13	14	15	16 <b>Commitment Weekend</b> Homily Stewardship Talk Parish-wide Event
17 <b>Commitment Weekend</b> Homily Stewardship Talk Parish-wide Event	18	19	20 Parish mails remaining commitment cards	21	22	23 <b>Commitment Weekend II</b> Homily Stewardship Talk
24 <b>Commitment Weekend II</b> Homily Stewardship Talk	25	26	27	28 <i>Thanksgiving Day</i>	29	30 Continue to receive Commitments at Mass

**DECEMBER****2013**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>1</b> Continue to receive Commitments at Mass	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b> Continue to receive Commitments at Mass
<b>8</b> Continue to receive Commitments at Mass	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b> Continue to receive Commitments at Mass
<b>15</b> Continue to receive Commitments at Mass	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b> Continue to receive Commitments at Mass
<b>22</b> Continue to receive Commitments at Mass	<b>23</b>	<b>24</b>	<b>25</b> <i>Christmas</i>	<b>26</b>	<b>28</b>	<b>28</b> Continue to receive Commitments at Mass
<b>29</b> Continue to receive Commitments at Mass	<b>30</b>	<b>31</b>				
Celebration Calls – Dec 29 – Jan 4						

**JANUARY****2014**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
•	•	•	•	•	•	•
			1 <i>New Year's Day</i>	2	3	4 <i>Epiphany</i> Celebration Weekend
			Celebration Weekend Reminder Calls – Dec 29 – Jan 4			
5 <i>Epiphany</i> Celebration Weekend	6	7	8 Parish mails Thank-you notes to those making commitments	9	10	11
12	13	14	15	16	17	18
19	20 <i>Martin Luther King Day</i>	21	22	23	24	25
26	27	28	29	30	31	



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## LEADERSHIP TEAM AND LEADERS

The Leadership Team is the core group of leaders in the campaign. A leader or co-leader(s) represents each function during the campaign.

### **ADVANCE COMMITMENT LEADER(S)**

The Advance Commitment Leader is asked to plan and direct a series of Gatherings that can be held at the parish, in the homes of parishioners, or some other location. The purpose of these Gatherings is to ask leaders in the parish to consider making their commitments prior to Commitment Weekend to set the pace for success.

### **CAMPAIGN ADMINISTRATOR(S)**

The Campaign Administrator will work closely with the pastor, your consultant, and the Campaign Chair. Responsibilities include:

- Scheduling arrangements for meetings
- Assigning phone calls and/or visits
- Coordinating all campaign mailings (as applicable)
- Tabulating all reservations and acknowledgments to appropriate leaders.
- Collating materials for all campaign training meetings and activities

### **CAMPAIGN CHAIR(S)**

The Campaign Chair serves in a general leadership capacity for the campaign. The chair will:

- Help moderate Leadership Team meetings
- Be available to support team leaders
- Serve as liaison between team leaders and consultant
- Make public announcements related to the campaign
- Represent the Leadership Team in other communications
- Represent the campaign to all parish teams and ministries
- Set an example for leadership

### **CHILDREN'S ACTIVITY LEADER(S)**

The Children's Activity Leader is responsible for the planning and implementation of activities and learning opportunities during the course of the campaign. The leader will:

- Oversee all plans and arrangements for the Children's Activity during the Parish-Wide Event
- Develop and implement a Poster Festival or some other type of activity for children
- Prepare children's teachers to teach stewardship lessons on giving





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### **CONTACT LEADER(S)**

The Contact Team will be responsible for making phone calls to every parish household at three key times to support the activities of the campaign. This is the largest campaign team—allowing for many people to each do a small task to get a big job done. The purpose of the calls will be to:

- Call 1—Provide instruction to each household regarding the information activity of the campaign.
- Call 2—Encourage attendance at the Special Event and receive reservations, if needed.
- Call 3—Remind each household to return its Commitment Card prior to Celebration Weekend.

None of these calls will involve asking for money or pledges.

### **EVENT LEADER(S)**

The Parish-Wide Event Leader is responsible for all plans and arrangements related to the Parish-Wide Event scheduled in conjunction with Commitment Weekend (with the exceptions of the program). The Leader is asked to participate in the decision related to type of event; to make arrangements for the facility, food, decorations; and to oversee the event.

### **FOLLOW-UP LEADER(S)**

The Follow-Up Leader is responsible for the maintenance of the campaign through the three-year giving period. The leader is asked to:

- Create a three-year calendar for follow-up
- Keep the campaign visible and fresh through regular communications to the parishioners
- Develop and implement activities to introduce new parishioners to the campaign
- Work to keep the stewardship emphasis before the parishioners

### **INFORMATION LEADER(S)**

The Information Team is responsible for selecting and developing a plan to disseminate information to every household. One of several activities (or combination of activities) may be used, such as:

- Distribution of information packets after Mass (may include a video)
- Other information dissemination strategies chosen by leaders



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### **INVOLVEMENT LEADER(S)**

Involvement of people through enlistment is key to the success of a campaign. The Involvement Leader works with all teams to coordinate Involvement. Primary duties include:

- Monitor involvement for each leader and team
- Provide teams up-to-date lists of people available for involvement
- Alert leaders when involvement falters
- Provide help to those having difficulty in Involvement

### **PACESETTER GIFTS LEADER(S)**

The objective of the Pacesetter Gifts Leader is to identify those who may have the ability to make commitments at the highest levels needed for the success of the campaign. In addition, these leaders will implement strategies for individual visits to ask these individuals to prayerfully consider making that commitment.

### **PRAYER LEADER(S)**

The Prayer Leader will develop a prayer support team that will pray on a regular basis for campaign activities, Leadership Team members, and major campaign events. In addition, a parish-wide prayer emphasis may be planned to take place during the Inspiration Phase of the campaign.

### **PRINT COMMUNICATIONS LEADER(S)**

The Print Communications Leader is responsible for the development of all printed material used in the campaign. The Print Communications Team will manage the production of all material and any printing arrangements that are needed.

### **VISUAL COMMUNICATIONS LEADER(S)**

The Visual Communications Leader is responsible for the development and duplication of a short visual presentation that is to be used in the Information Activity. This is an optional activity.

### **YOUTH LEADER(S)**

The Youth Leader(s) is responsible for planning and organizing all activities that involve the youth, 7th-12th grade, of the parish. These activities may include:

- Youth Prayer Activity
- Youth Involvement Activity
- Youth Commitment Event
- Youth Involvement in Parish-Wide Event

The Youth Activity Leader(s) will enlist a team to help with these activities.



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## INVOLVEMENT TABLES

Enlistment takes place in either two or three stages. These stages are outlined below.

1. The pastor enlists leaders for the Leadership Team
2. Each leader enlists a certain number of assistants
3. In some cases, each assistant enlists a certain number of members

Only the Contact Team will enlist both assistants and members. All the other groups will only enlist assistants.

The following five teams should enlist the number of assistants and members according to the tables below. All other team leaders will enlist assistants according to their own team tasks and needs. Please seek the advice of your consultant if you have questions regarding the size of your team.

<b>Contact Team - 3 Levels of Enlistment</b>	
Number of Leaders	3
Each Leader Enlists	4 Assistants
Total Team Assistants	12
Each Assistant Enlists	4 Members
Total Members	48
Total Team	51
<b>Information Team - 2 Levels of Enlistment</b>	
Number of Leaders	4
Each Leader Enlists	3 Assistants
Total Team Assistants	12
Total Team	16



<b>Parish-Wide Event Team - 2 Levels of Enlistment</b>	
Number of Leaders	5
Each Leader Enlists	6 Assistants
Total Team Assistants	30
Total Team	35
<b>Children's Activities Team - 2 Levels of Enlistment</b>	
Number of Leaders	2
Each Leader Enlists	9 Assistants
Total Team Assistants	18
Total Team	20
<b>Advance Commitment Team - 2 Levels of Enlistment</b>	
Number of Leaders	2
Each Leader Enlists	6 Assistants
Total Team Assistants	12
Total Team	14



## CAMPAIGN CHAIR

The Campaign Chair works with the Pastor to lead, represent and promote the campaign. The Campaign Chair will moderate Leadership Team meetings, oversee and support assigned campaign teams, and speak publicly for the campaign.

### Responsibilities:

- Attend Leadership Team Training, Leadership Team Report Meetings and the meetings of assigned campaign teams
- Attend Advance Commitment Gathering
- Moderate Leadership Team Meetings
- Oversee and support campaign teams to ensure timely completion of assigned tasks
- Write articles/letters as requested
- Be prepared to publically speak for campaign as requested
- Publicly support the campaign for the parish and archdiocese
- Prayerfully consider a sacrificial, financial commitment to the campaign

### **\*\*MEETINGS YOU SHOULD ATTEND\*\***

		Campaign Administrator Training
		Involvement Leader Training
		Pastor & Campaign Chairs w/Consultant
		Print & Visual Leaders
October 29, 2013	7:00 PM	Leadership Team Training
		Pacesetter Gifts Meeting #1
October 29, 2013	8:00 PM	Advance Commitment Meeting #1
December 02, 2013	7:00 PM	Leadership Team Report Meeting #1
		Pacesetter Gifts Meeting #2
December 02, 2013	8:00 PM	Advance Commitment Meeting #2
		Pastor & Campaign Chairs w/Consultant
December 10, 2013	12:00 AM	Contact Team Training
December 09, 2013	7:00 PM	Leadership Team Report Meeting #2
December 11, 2013	8:00 PM	Advance Commitment Meeting #3
		Follow-Up Team Training
		Pacesetter Gifts Meeting #3
December 16, 2013	7:00 PM	Leadership Team Report Meeting #3
December 20, 2013	7:00 PM	Advance Commitment Gathering
December 28 - 29, 2013		<b>Commitment Weekend &amp; Parish-Wide Event</b>



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## - Timetable For Completing Your Tasks -

**October 29, 2013**

### **Leadership Team Training and Individual Team Meetings**

- Attend meeting with Campaign Administrator and Involvement Leader - /
- Attend Pastor and Campaign Chairs Meeting w/Consultant -
- Attend meeting with Print and Visual Leaders -
- Attend the meetings of the campaign teams for which you have oversight
- Attend Leadership Team Training - **7:00 PM**
- Welcome and thank attendees
  - Emphasize the importance of the campaign and:
    - Its importance to the parish
    - Its importance to the archdiocese
    - The opportunity for spiritual growth
    - Studying the manual and other material
  - Give credibility to the Consultant and encourage team leaders to call the Consultant when there are questions
  - Be positive
  - Encourage people to pray & consider a sacrificial financial commitment
- Attend Advance Commitment Meeting - **8:00 PM**
- Attend Pacesetter Gift Meeting -
- Review your workbook and place the dates and times of the meetings you will attend on your personal calendar
- Work with the Campaign Administrator to be sure the Special Edition Newsletter is mailed or distributed



### **Between Leadership Team Training and Report Meeting #1 on December 02, 2013**

- Send a thank-you to all the leaders who attended or have committed to serve (Appendix A)
- Assist the Pastor in introducing the Leadership Team during the Masses on the weekend following Leadership Team Training
- Prepare Brochure letter and email to Print Leader prior to Leadership Team Report #1 (Appendix B)
- Check with Campaign Administrator and Involvement Leader and review:
  - Enlistment progress for all teams
  - Materials for upcoming Contact Team Assistant training are ready
  - Meeting reminders are sent out via email or standard mail
- Monitor progress of Pacesetter Gifts and Advance Commitment teams. Notify the Consultant if any issues arise within these two teams
- Within five days after Leadership Team Training, contact the campaign teams you are supporting. Encourage and support the campaign teams that have been assigned to you. (Appendix C)
- Assist the Pastor in enlisting people to give lay witness talks during the Inspiration Phase
- Begin preparing your own testimonial (Appendix D)

## **December 02, 2013**

### **Leadership Team Report #1 and Individual Team Meetings**

- Attend the meetings of the campaign teams you are supporting (Appendix B)
- Attend Leadership Team Report Meeting #1 - **7:00 PM**
- Moderate the report section of Leadership Team Report Meeting #1 - **7:00 PM**
  - Let teams know when budget requests should be finalized, if applicable
  - Encourage leaders to be praying about their prayerful, financial commitment
  - Be positive
  - Encourage people to continue to pray
- Attend Pacesetter Gifts and/or Advance Commitment Team meetings - **7:00 PM**



### **Between Leadership Team Report #1 and Leadership Team Report #2 on December 09, 2013**

- Within five days, check with the campaign teams you are supporting (Appendix C)
- Check on budget requests, as appropriate
- Check on event planning and enlistment progress
- Check with the Print Leader to be sure the production of print materials are on schedule
- Monitor progress of Pacesetter Gifts and Advance Commitment team progress. Notify the Consultant if any issues arise within these two teams
- Help the Pastor enlist people for lay witness talks (Appendix D)
- Determine contents of Information Packets (Appendix E). Consult with the Pastor
- Verify that Campaign Administrator has sent meeting reminders to Leadership Team Members
- Finalize your testimonial/lay witness talk

## **December 09, 2013**

### **Leadership Team Report #2 and Individual Team Meetings**

- Attend Pastor and Campaign Chairs Meeting w/Consultant - **12:00 AM**
- Attend campaign team meetings, as assigned
- Attend Contact Team Training - **12:00 AM**. Because this is the largest team of volunteers in the campaign, it is especially important for a Campaign Chair to attend Contact Team Training and introduce the Consultant
- Attend Leadership Team Report Meeting #2 - **7:00 PM**
- Moderate report portion of Leadership Team Report Meeting #2 - **7:00 PM**
- Share your personal witness talk at Report #2
  - Challenge people to prayerfully consider a sacrificial, financial commitment and remind them that initial commitments may be taken at Report #3, if requested by consultant
  - Be positive in your support of the campaign
- Attend Pacesetter Gifts and/or Advance Commitment Team meetings - **8:00 PM**





### **Between Leadership Team Report #2 and Leadership Team Report #3 on December 16, 2013**

- Three days after Report Meeting #2 check with the campaign teams you are supporting (Appendix C)
- At this point, campaign teams should have completed the planning for their events and activities. Be sure each group is on schedule
- Monitor progress of Pacesetter Gifts and Advance Commitment team progress. Notify the Consultant if any issues arise within these two teams
- Meet with the Campaign Administrator and Information Team Leaders. Review contents of information packets and review final preparations for packet distribution
- With the Pastor, ensure that lay witness talks are scheduled for the appropriate Weekends of the Inspiration Phase
- Prepare your remarks for Information Distribution Weekend announcement. If you do not make the announcement, be sure someone else is enlisted to do so (Appendix G)

### **The Weekend before Information Weekend, December 05 - 05, 2013**

- During each Mass on the weekend before Information Distribution, be sure an announcement is made to let people know that:
  - The Contact team will begin making their calls. Encourage people to be:
    - Gracious
    - Open
    - Prayerful
- Information packets will be available the following week



### **The Week prior to Information Weekend, December 05 - 05, 2013**

- Oversee Campaign Administrator™s and information Team™s preparations for distribution
- Coordinate Mass announcements with pastor

### **December 05 - 05, 2013**

#### **Information Distribution Weekend**

- Announce packet distribution (should take 1-2 minutes) (Appendix G)
  - Explain coupon and how distribution will be conducted
  - Hold up packet and explain contents
  - Encourage parishioners to pick up packets after Mass
  - Encourage parishioners to prayerfully study the contents of the packet

### **December 16, 2013**

#### **Leadership Team Report #3 and Individual Team Meetings**

- Attend Follow-Up meeting -
- Attend Pacesetter Gifts and/or Advance Commitment Team meetings - /8:00 PM
- Attend Leadership Team Report Meeting #3 - 8:00 PM
- Attend meetings of the teams you are supporting
- Moderate report section of Leadership Team Report meeting
  - Plans of all campaign teams should be final, clear, and ready to go
  - Thank people for their excellent work and encourage them to complete all assigned tasks



### **Following Leadership Team Report #3**

- Contact those enlisted to give lay witness talks to be sure they are prepared and clear about times and dates
- Attend Progress Report Meeting with Pacesetter Gift Team
- Meet with the Advance Commitment campaign team to be sure invitations have been sent and that the gatherings are staffed and ready to go. Your consultant will provide guidelines and an agenda
- On Weekend One announce the goal(s) and talk briefly about the case and the difference its completion will make to the parish and archdiocese (Appendix H)
- During Masses on Weekend I make general invitation to Advance Commitment Gatherings

**December 20, 2013**

### **Advance Commitment Gathering**

- Plan to attend Advance Commitment Gathering

### **Oversight Items from Advance Commitment Gatherings to Celebration Weekend on January 04, 2014**

- Assist the Pastor with the Advance Commitment pledge announcement on Weekend IV
- Assist the Pastor in developing a process for receiving commitments on Commitment Weekend
- Track commitments received
- Oversee Campaign Administrator in the task of mailing Commitment Cards and Letter from Pastor to all who have not made a commitment by the end of Commitment Masses



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## **December 28 - 29, 2013**

### **Commitment Weekend**

- Plan to attend Mass this weekend. Do not neglect the privilege of worshiping this week! If you have not done so, prayerfully complete your commitment card
- Continue to support your parish and the campaign in your own prayers

## **January 04 - 05, 2014**

### **Attend a Celebration Weekend Mass**

#### **After Celebration Weekend Mass**

- Assist Campaign Administrator with Thank-You Letters

*"Thank you for making a difference in the life of your parish and in the success of this campaign."*

# MODEL LETTER

## *WELCOMING NEW WORKERS IN CAMPAIGN*

Date

Dear *(Name)*:

Thank you for your dedication and willingness to serve. I am glad to know that you and I have a unique privilege and opportunity through service in the capital stewardship campaign. This program has perhaps more potential for good for our parish than anything that has been done in a long time. This is the reason that I am determined to trust God and to give my very best to see this campaign succeed. I know that you are equally committed.

I like the theme of our program, “Not Equal Gifts But Equal Sacrifice.” It is important that you and I try to be examples of this theme as we serve. Let us give our time and our resources sacrificially. Seldom will the rest of the parish rise above what we, as leaders, are willing to do.

Please join me in praying for the program.

Sincerely yours,

Campaign Chair



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## MODEL LETTER

### *CAMPAIGN CHAIR'S BROCHURE LETTER*

Dear Friends:

In this brochure, we have outlined a plan. A plan that will meet the needs of our parish and its growing ministries. A plan that will require the participation of every parishioner. A plan that depends upon each of us seeking and responding to God's will in our lives as it relates to our participation. Our plan: **(Campaign Title)**. It is a ministry that affords all of us the opportunity to serve the Lord and to respond to His blessings.

Indeed, God has blessed each of us, but in different ways. We recognize that every parishioner cannot and should not give the same dollar amount. Our theme, **"Not Equal Gifts But Equal Sacrifice,"** embodies the teaching of proportionate giving. It is our prayer that commitments will be made that reflect individual blessings of God and exemplify genuine sacrifice.

The **(Campaign Title)** campaign is too large for any one of us. It is too large for all of us put together. No campaign, however, is too big for God. Our challenge is that each of us, through prayer, will understand God's will for our lives. Once we have this understanding, our challenge will be to do God's will with faith and a dedication that is pleasing in His sight.

We are honored by the way God has blessed our parish. What anticipation we can feel knowing that He plans to do even greater work in the years to come.

Sincerely,

Campaign Chair



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## Campaign Chairs

### Team Support Assignment

- ☐ Advance Commitment Leader(s)
- ☐ Campaign Administrator(s)
- ☐ Children's Activity Leader(s)
- ☐ Contact Team Leader(s)
- ☐ Event Leader(s)
- ☐ Follow Up Leader(s)
- ☐ Information Leader(s)
- ☐ Involvement Leader(s)
- ☐ Pacesetter Gifts Leader(s)
- ☐ Prayer Leader(s)
- ☐ Print Communication Leader(s)
- ☐ Visual Communications Leader(s)
- ☐ Youth Leaders(s)

Please check ( ✓ ) the teams for which you are responsible.



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## Lay Witness Talks

*“Always be ready to give an explanation to anyone who asks you for a reason for your hope”.*

(I Peter 3:15b, NAB)

**PURPOSE** — Each person in the parish will be challenged to make a prayerful, spiritual, generous financial commitment to the campaign. Most people must be shown how and be encouraged to do so. People who give “over and above” provide the best teaching and inspirational tool for leading others to do the same. A stewardship talk will transfer the method, message, and motivation to prayerfully consider a gift from one who is doing it to those who need an example.

**INTENT** — There are several ways in which your testimonial on prayerful, generous giving will help others:

- It will help them to know how to determine their prayerful, generous financial commitment. Many people have never faced this kind of decision before and need to be shown how to work through this difficult process. The example of one who has done it provides a positive pattern for others being asked to do the same.
- It will allow them to accept this as a difficult process. Voice your feelings and let others know that this was not an easy decision for you and your family. Give them permission to struggle, but also identify how it feels once you get to the other side of the decision.
- It will assist them to realize how important it is for all to commit sacrificially. Express how significant this time is for the parish and how seriously you and your family have taken this opportunity. Help them to think big. Challenge them by example to do more than they have ever done before. Set the step and stride, path and pace for all to follow.

**PROCEDURE** — There are three steps that one should take in determining a “prayerful, generous” financial commitment. These stages will provide the framework for your talk:

- *What does “sacrifice” mean to me?* The theme is **“Not equal gifts but equal sacrifice.”** Equal sacrifice is being asked of everyone. But what does “sacrifice” mean? How does it apply? Explain what that concept means to you and your family. Use it as the ambition underlying your commitment and try to help others think through what it can mean to them.
- *What am I willing to do in order to “sacrifice?”* “Sacrifice” will require some kind of action on your part. You will either have to do without, give up, alter, or postpone. It will require a personal cost. Your sacrificial plan will stimulate others to consider things that they may be able to do in order to sacrificially give.
- *How much will that allow me/us to give?* People usually think in limited terms until someone challenges them to consider expanded potential. A new level of thinking about giving must be established. The extent of your prayerful, generous financial support will help others to evaluate the quantity and quality of theirs. Let your gift be one that will encourage others to give more.





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**PRACTICAL SUGGESTIONS** — Please consider and incorporate as many of the following suggestions as possible:

- Your talk should take no more than four minutes to give (unless more time is given).
- Fit to the occasion. If done in church, it should add to the celebration of worship.
- Put your commitment into a context. Your financial obligations and limitations provide you with many reasons why you shouldn't give much. Show them how you fought through that thinking in order to do more than you have ever thought you could do.
- Speak of your commitment in terms of an "investment." Explain how the results should affect you, your family, your parish, the greater church, and God's kingdom.
- Be sensitive to audience reactions. Your talk is being given to benefit the listener.
- Call attention to **what** you are doing and **why**, but **not who** is doing it. Speak of the **purpose** for giving, **not the person** giving it.
- Let people hear your feelings. Let them struggle with you in the making of your decision.
- Help people to think positively instead of negatively about your commitment and theirs.
- Challenge all to think creatively, act prayerfully, evaluate generously, and give sacrificially.
- Close by explaining how important this opportunity is for the parish, how meaningful this process has been for you, how much you have grown during this time, and how you hope that others will join with you in the challenge.

**FINAL CONSIDERATIONS** — In being asked to share your commitment with the parish, you are being given the opportunity to affect the success of your campaign by:

- Putting into words what others are thinking and experiencing about giving
- Influencing other's desire and willingness to commit
- Stimulating each to think about giving in ways never considered before
- Enhancing the amount that each eventually will give
- Impacting what the parish will be able to do for years to come as a result of what is given

**ACKNOWLEDGMENT** — Your personal, prayerful, generous financial commitment has the potential of expanding itself mathematically by what it will inspire others to do. You have been asked to do this because you can do it as well as anyone in the parish. People respect you, listen to you, and are willing to follow your influence and example. Thank you for being willing to use your status and standing to inspire and challenge others at this strategic time!



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## WHAT GOES IN THE INFORMATION PACKET

(Subject to revision for each arch/diocesan campaign)

During the Information Phase of this campaign, each family will receive a packet of information produced and copied at the parish. Usually there are two weekends when this happens just prior to the Inspiration Phase. We ask the Pastor, Campaign Administrator and Print Communications Leader to work together to make sure the materials are ready at least one week prior to the first Information Weekend. **The Campaign Administrator should make sure materials come to him/her and that these packets are assembled and ready to go.**

1. **Pastor's Letter:** produced at the parish-sample in the appendices of your Campaign Manual. (sample attached)
2. **Prayer Card:** developed by the diocese, the Prayer Team or someone assigned to do it.
3. **Frequently Asked Questions:** (produced at the parish developed by each parish, with the pastor taking the lead, sample attached)
4. **Response Form:** A simple half-sheet that allows parishioners to ask any question they want to ask (provided, need to make copies)
5. **Discovery...A Personal Challenge:** A two-sided document about Scripture, provided by consultant (attached, need to make copies)
6. **The Brochure:** which is the main piece of Campaign Literature, gathered from several sources, produced by the Print Leader and Printer.
7. **DVD/Video:** If ready, it can be a part of this Information Packet if you are giving each family a copy.
8. **FAQ:** A document, often from the diocese, with frequently asked questions and answers
9. Any other printed materials that may be helpful

These materials are packaged with a "coupon" (sample provided by Consultant, need to make copies) at the masses during Distribution Weekends with the family/individual putting their name and pertinent information on the coupon and exchanging it at the Information table for a packet. This coupon indicates who has received a packet and allows the parish to mail a packet to those families after Information Distribution Weekends who were not present at one of the weekend masses.



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## CONDUCTING TOWN HALL MEETINGS

Parishioners need an opportunity to attend a meeting where information about the campaign and the case can be presented. Usually they are held on the first of the two weekends of distribution and if there are both Saturday and Sunday masses, one after a given mass on each day.

### 1. Preparation for the meetings

- ☐ In cooperation with the Pastor and Campaign Chair, determine dates, times and location for the town hall meetings
- ☐ Invite a Campaign Chair to speak at the meeting
- ☐ Enlist some of your Information Team to assist as hosts/hostesses
- ☐ Announce the meetings through the bulletin and campaign literature
- ☐ Meet as a team and determine the format and agenda for the meetings. A suggested agenda follows in this section.
- ☐ Arrange for any refreshments, beverages and any other essentials for the meetings

### 2. Conduct the meetings

- ☐ Welcome attendees
- ☐ Campaign Chair(s) speak for the campaign and the case, with a focus on the benefits to parish ministry
- ☐ Utilize any displays or literature that speaks to the case
- ☐ Allow for questions and answers
- ☐ Thank people for coming



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## Sample Announcement for Information Weekend(s)

This weekend at (name of parish), Information Packets for **(Name of Campaign)** will be handed out to parishioners who regularly attend Masses at our parish. There is a coupon available (please have ushers hand these out or have them in the pews with pencils) and we need a representative from each family to complete. You will exchange the completed coupon with a member of our Information Team as you leave church this morning.

I have a packet here and would like to take a moment to show you what is contained in the packet. (Have the announcer hold up each piece of information and give a brief overview: Campaign Brochure, Prayer Card, Discovery, Response Form, etc.)

All parishes in the arch/diocese have gone through, are currently involved in a campaign or will be in the next few months. If you are registered in another parish, you either have or will receive a packet from your parish.

Remember, complete your coupon now and exchange it for a packet as you leave and please take the time to read through the contents at home.

Thank you.



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## ***SAMPLE GOALS ANNOUNCEMENT***

This morning, it is my privilege to announce the goal(s) for our ***(Campaign Title)*** capital stewardship campaign. A few weeks ago, you received information in the mail about our plans. **(Hold up fact sheet!)** This fact sheet described the ministry needs and growth challenges we face. This is simply another step of faith we have taken as the people of God.

The theme of ***(Campaign Title)*** is ***“Not Equal Gifts but Equal Sacrifice.”*** This means that every one of us can and must be a part of meeting this challenge. We cannot all give the same amount, but each of us, and all of us, can have an important part. The financial goal(s) that have been established by our stewardship consultants and parish leaders can only be achieved if we all pray for God’s will and commit to give generously in sacrifice.

(Option for multiple goals)

That is why we have three financial goals. Each one is progressively larger and more faith challenging. They are not related to our campaign projects but to the measure of our faith and our willingness to sacrifice. Individually and together, we will determine how great our faith is and how much we are willing to sacrifice.

Our first goal is our \_\_\_\_\_ GOAL \_\_\_\_\_ (Amount). Reaching this goal will be a first step in meeting our needs. We believe that our leaders will reach this first goal as they set an example of sacrifice and commitment. I believe that we will reach this goal quickly and press to the next goals.

Our \_\_\_\_\_ GOAL \_\_\_\_\_ (Amount). This goal is a greater challenge for us. This goal will only be reached as we all take seriously prayer and sacrifice. It is going to require participation by everyone.

Our \_\_\_\_\_ GOAL \_\_\_\_\_ (Amount). It is not only a great financial challenge but also a great spiritual challenge. Following the example of Christ who sacrificed for us, we must be willing to let our vision and our faith define our personal sacrifice. All of us must be willing to let our commitment affect the way we live over the next three years. It will require us to trust God and His provision for our personal needs and to ask for His help in fulfilling our commitment to sacrifice. It will mean that we have caught the vision.

As you pray, ask God to give you the faith to do something you can only do with His help. Most of us can give more if we will make a commitment to give weekly or monthly or in some planned schedule for the next three years. Remember that our giving to ***(Campaign Title)*** must be over and above our regular offering for the budget.



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Let me close by asking you to do several things that will help us reach these goals.

1. Continue to pray about our individual sacrifice and for each other.
2. Read carefully all the information you receive.
3. Listen to our Pastor's Homilies about this opportunity to grow spiritually.
4. Be challenged by the stewardship talks of those who will share what sacrifice will mean in their lives.
5. Plan to attend our all-parish gathering on \_\_\_\_\_.
6. Join in a sacrificial commitment to **(Campaign Title)**.



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## INSPIRATION PHASE LITURGY PLANNER

### (  dates  ) **INFORMATION WEEKEND(s)**

- Distribution of Information Packets
- Bishop's Campaign DVD (Optional)
- Campaign Chairs share
- Parish DVD (Optional)

### (  dates  ) **WEEKEND 1:** Theme: Introduction to Stewardship – *Call to Prayer*

- Homily on Theology of Stewardship
- Parish Video
- Music: Stewardship focused
  - Mass Setting: \_\_\_\_\_
  - Opening Hymn: \_\_\_\_\_
  - Psalm: \_\_\_\_\_
  - Offertory: \_\_\_\_\_
  - Communion Hymn: \_\_\_\_\_
  - Closing Hymn: \_\_\_\_\_
- Witness Talk: \_\_\_\_\_
- Children's Activity: \* \_\_\_\_\_
- Youth Activity: \*\* \_\_\_\_\_

### (  dates  ) **WEEKEND 2:** Theme: Stewardship of Prayer- *What does God desire for us?*

- Homily on Stewardship of Prayer
- Music: Stewardship & Prayer focused
  - Mass Setting: \_\_\_\_\_
  - Opening Hymn: \_\_\_\_\_
  - Psalm: \_\_\_\_\_
  - Offertory: \_\_\_\_\_
  - Communion Hymn: \_\_\_\_\_
  - Closing Hymn: \_\_\_\_\_
- Witness Talk: \_\_\_\_\_
- Children's Activity: \* \_\_\_\_\_
- Youth Activity: \*\* \_\_\_\_\_



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( \_dates\_ ) **WEEKEND 3: Stewardship of Sharing - *What sacrifice can I return to the Lord?***

- Homily with Sharing emphasis
- Music: Stewardship & Sharing focused
  - Mass Setting: \_\_\_\_\_
  - Opening Hymn: \_\_\_\_\_
  - Psalm: \_\_\_\_\_
  - Offertory: \_\_\_\_\_
  - Communion Hymn: \_\_\_\_\_
  - Closing Hymn: \_\_\_\_\_
- Witness Talk: \_\_\_\_\_
- Children's Activity: \* \_\_\_\_\_
- Youth Activity: \*\* \_\_\_\_\_

( \_dates\_ ) **WEEKEND 4: SPECIAL EVENT/COMMITMENT WEEKEND**  
Stewardship Commitment – *What is God asking me to do?*

- Homily with Commitment emphasis
- Music: Stewardship & Commitment focused
  - Mass Setting: \_\_\_\_\_
  - Opening Hymn: \_\_\_\_\_
  - Psalm: \_\_\_\_\_
  - Offertory: \_\_\_\_\_
  - Communion Hymn: \_\_\_\_\_
  - Closing Hymn: \_\_\_\_\_
- Witness Talk: \_\_\_\_\_
- Children's Activity: \* \_\_\_\_\_
- Youth Activity: \*\* \_\_\_\_\_

( \_dates\_ ) **CELEBRATION WEEKEND**

- Homily with Celebration emphasis
- Music: Reflective on accomplishments focused
- Witness Talk: \_\_\_\_\_
- Children's Activity: \* \_\_\_\_\_
- Youth Activity: \*\* \_\_\_\_\_

\* \_\_\_\_\_ add your plan here; send to Stewardship Coordinator

\*\* \_\_\_\_\_ add your plan here; send to Stewardship Coordinator



# **PACESETTER GIFTS**

## **APPENDICES**



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## PACESETTER PROCESS DATES

The Pacesetter Gifts Leader(s) will be asked to work with the Pastor, Campaign Chairs and Advance Commitment Leaders to identify pacesetters (those able to make one of the top 10 gifts) and develop strategies to inform and solicit pacesetters.

**Training ->Build Team -> Prospect Review -> Solicitor Recruitment -> Solicitor Training ->Pacesetter Solicitation -> Thanking/Recognition of Pacesetters**

### MEETINGS

Leadership Team Training/Pacesetter Gifts Meeting #1	_____
Report #1/Pacesetter Gifts Meeting #2	_____
Report #2/Pacesetter Gifts Meeting #3	_____
Report #3/Pacesetter Gifts Meeting #4	_____
(If scheduled) Report #4/Pacesetter Gifts Meeting 5	_____

### TASKS COMPLETED

Lists Gathered by:	_____
Prospect Review started by:	_____
Prospect Review completed by:	_____
Solicitors recruited by:	_____
Solicitors trained on:	_____
Pastor Announcement Letter sent on:	_____
Pacesetter visits started by:	_____
Pacesetter visits completed by:	_____
Advance Commitment Gathering:	_____



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## Pacesetter Gifts: Prospect Review

### PRIOR TO PROSPECT REVIEW

- Prepare a list of top donors in the parish.
- If the parish has previously participated in a capital campaign, major gifts from that campaign should be available and should be reviewed along with other names on the top donor list.

### CONDUCTING PROSPECT REVIEW

*Pacesetter Gifts Team: the contents of the meeting are anonymous and confidential. Information exchanged in this meeting will remain confidential and anonymous.*

In the case of every prospective donor:

- Rate and evaluate the ability to give.
- Determine capacity, access, and relevance.
- Identify the best person to make the visit.
- Seek a realistically large — hopefully the maximum — potential gift, providing the donor with an amount or range to pray about.

The Gift Profile shows the Pacesetter Gifts Team what types of gifts are needed. Assign an ask amount to each individual who seems capable of a major gift. The top gift on the gift profile chart isn't a limit. If you feel a parishioner is capable of a larger gift, then suggest a gift amount.

### ASSIGN A TWO-AXIS RANK TO EACH DONOR

- Review each of the names of the top donors to the parish
- First Consider Financial Capacity to Make the Gift:
  - 1 – could probably give at one of the top two gift levels of the Gift Profile chart's first tier.
  - 2 – could probably give at the lower level(s) of the Gift Profile chart's first tier.
  - 3 – Could probably give at one of the top levels of the Gift Profile chart's second tier.
- Next, consider the prospect's potential interest in the project and desire to make a gift.
  - A – Is committed to the campaign and/or project and will most definitely make a gift.
  - B – Is somewhat unsure about the campaign or the project, but with information will likely make some gift.
  - C – Is very unsure about the project and the campaign. Will require much more information and cultivation.



- 
- Once ranked, assign a gift ask level to each prospect.
  - Consult the chart below to determine where the prospect falls in the priority of contacts to be made.

Once an amount is assigned and a priority set, determine the best possible person to make the visit. This may be a combination of the Pastor, Pacesetter Gifts Leader, Campaign Leader, or some other individual. There needs to be an affinity between the prospect and those making the ask.

After all prospective donors on the list have been reviewed: **are there other names that should be added.** Someone who is not on the top donor list but the team feels might be capable of making a major gift. Review these additional names and assign a gift amount and a potential visitor.

Since the Diocese is conducting a Major Gifts effort, go back to those ranked **1-A**. Could the individual be considered for a larger ask amount, based on the needs of the Diocese. Would the Bishop be the best and most influential person to make the ask?

### **QUESTIONS TO CONSIDER DURING PROSPECT REVIEW**

- What kind of work do they do?
- Are they married?
- Do they have children? Ages? Attend Catholic/private school?
- Where do they live?
- Hobbies?
- Interests as it pertains to the parish?
- Do they volunteer at the church? Past or present? What role do they play?
- Do they give to any other organization or within the community?
- Does anyone know who else might be able to give an opinion on this prospect?
- What would motivate them to give to the campaign?



## Prospect Priority Ranking Chart

Financial Ability

1	Top Priority Prospects	Second	Third
2	Tier	Prospects	Tier
3			Prospects

Interest/Commitment

A B C

*Prospects in the Pink area should be referred to the Advanced Commitment Committee, although those marked as 1-C might still be pacesetter prospects.*



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## PACESETTER PACKET ITEMS

### PACESETTER INFORMATION PACKET

These items should be put into a nice, heavy pocketed folded with their name on it or a 9x11 envelope.

- ☐ Parish/Arch/Diocesan Brochure **OR** Fact Sheet
- ☐ A Question and Answer Sheet
- ☐ Ways of Giving (provided by consultant)
- ☐ (Arch)diocesan AND parish DVDs – (if available)
- ☐ Prayer Card
- ☐ Gift Profile Chart
- ☐ Ancillary Items as needed



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## Sample Pacesetter Event Invitation Letter

«GreetingLine»

For several years the leadership of (name of parish) has explored the need for (insert brief description of the project). Based on several factors all indications are that we need to prepare for (need the case fulfills). After much prayer and planning it has been determined that now is the time that we must fulfill these needs.

Thus we are beginning our (name of campaign). As a kickoff to the campaign we are inviting key leaders to a gathering on (date) to learn more about the details and financial needs of this important initiative. As one of those leaders in our parish and community your involvement and support are essential as we prepare for our future.

Please join us as we join hearts and hands to make God's vision for our parish a reality.

**(Date)**

**(Time)**

**(Location)**

**(Refreshments)**

RSPV to \_\_\_\_\_ at \_\_\_\_\_

Sincerely,

Father \_\_\_\_\_



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## Sample Pacesetter Gifts Dinner Invitation

Dear (names),

We are so grateful for our parish, (parish name), its long history and its place in the hearts of all who call it home. Your involvement is important and because of that we want to personally invite you to one of two dinners in our homes on either (dates).

Our parish is one of the first to be a part of the (name of campaign) Capital Stewardship Campaign that is taking place in parishes across (Arch) diocese. This campaign will allow us to strengthen our ability to do ministry and meet the needs of our parish and school for years to come.

The (date) dinner, at \_\_PM, will take place at the \_\_\_\_\_ and the (date) dinner at \_\_PM at the \_\_\_\_\_. These dinners will be intimate with a handful of other parishioners, and Father (name), our pastor, (name), and our consultant from O'Meara Ferguson will join us. We will enjoy food and fellowship together and hear from Father (name) and (consultant name) about our campaign and its importance to our present and future.

One of us will be calling you in the next few days to confirm your attendance. We sincerely hope that you will take time to attend. Financial commitments to our parish will not be taken at the dinners. We will provide information that hopefully will help you understand the campaign and its importance to our parish and (Arch) diocese.

Sincerely,

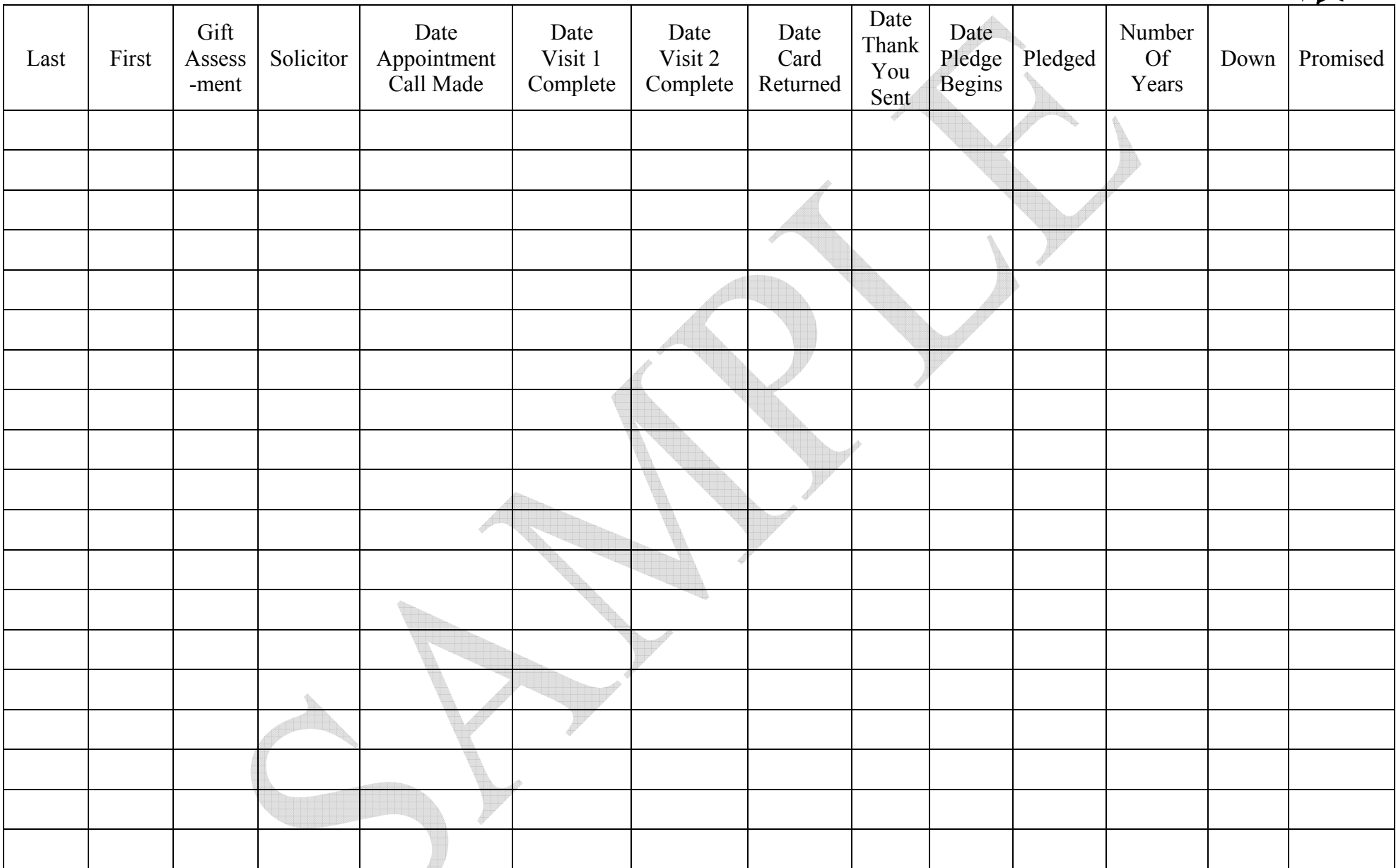
(names)





Time: \_\_\_\_\_

PG Appendix F (Tracking Sheet)





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## Sample Handwritten Thank You Note for Pacesetter Visitors

Dear \_\_\_\_\_,

Thank you for welcoming me into your home and for allowing me the time to share with you about the (Name) Campaign. We will be successful because people like you believe that this is important for the future of our parish and arch/diocese for years to come.

May God continue to bless and guide you as you prayerfully consider your (families) expression of faithful stewardship.

God's best to you!

(Pacesetter Visitor)



## EVALUATION OF GIVING POTENTIAL

In order to raise **\$1,500,000**, major gifts in the following categories are usually given. We need to determine if giving potentials exist in your parish. If you know of those who could possibly give three-year commitments in the following ranges, please identify them by name for your consultant. Your suggestions will be held in confidence and will not obligate you or those whom you name. Thank you for your wisdom, assistance, and support.

\$100,000

- |          |          |          |
|----------|----------|----------|
| 1. _____ | 2. _____ | 3. _____ |
| 4. _____ | 5. _____ | 6. _____ |

\$50,000

- |          |          |          |
|----------|----------|----------|
| 1. _____ | 2. _____ | 3. _____ |
| 4. _____ | 5. _____ | 6. _____ |
| 7. _____ | 8. _____ | 9. _____ |

\$25,000

- |           |           |           |
|-----------|-----------|-----------|
| 1. _____  | 2. _____  | 3. _____  |
| 4. _____  | 5. _____  | 6. _____  |
| 7. _____  | 8. _____  | 9. _____  |
| 10. _____ | 11. _____ | 12. _____ |

\$20,000

- |           |           |           |
|-----------|-----------|-----------|
| 1. _____  | 2. _____  | 3. _____  |
| 4. _____  | 5. _____  | 6. _____  |
| 7. _____  | 8. _____  | 9. _____  |
| 10. _____ | 11. _____ | 12. _____ |

Please complete your evaluation as soon as possible and return it to your O'Meara Ferguson consultant, Brendon McDonnell.

O'MEARA FERGUSON