

A Test Campaign

Venice, FL

Advance Commitment Leader 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*



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.



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?



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

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?

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?

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?

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?

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 ?”



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?



POSSIBILITY PLANNING WORKSHEET

How much time to Prayer do I give?

Weekly	Monthly
--------	---------

How much time to Service do I give?

Weekly	Monthly
--------	---------

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	
POSSIBLE 3-YEAR TOTAL	



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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 Train Leadership Team 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 Leadership Team Report Mtg. #1 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 Leadership Team Report Mtg. #2 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 Columbus Day 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 Weekend I Announce Goals Pastor's Stewardship Talk Poster Festival Attend Meeting to Answer Questions
		Advance Commitment Gathering Calls -- October 22 - 31				
27 Weekend I 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 Weekend II Homily Stewardship Talk Youth Involvement Weekend
3 Weekend II Homily Stewardship Talk Youth Involvement Weekend	4	5 7 pm Advance Commitment Gathering	6	7	8	9 Weekend III Homily Stewardship Talk
Parish Event Invitation Calls – November 4 - 9						
10 Weekend III Homily Stewardship Talk	11	12	13	14	15	16 Commitment Weekend Homily Stewardship Talk Parish-wide Event
17 Commitment Weekend Homily Stewardship Talk Parish-wide Event	18	19	20 Parish mails remaining commitment cards	21	22	23 Commitment Weekend II Homily Stewardship Talk
24 Commitment Weekend II 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
1 Continue to receive Commitments at Mass	2	3	4	5	6	7 Continue to receive Commitments at Mass
8 Continue to receive Commitments at Mass	9	10	11	12	13	14 Continue to receive Commitments at Mass
15 Continue to receive Commitments at Mass	16	17	18	19	20	21 Continue to receive Commitments at Mass
22 Continue to receive Commitments at Mass	23	24	25 <i>Christmas</i>	26	28	28 Continue to receive Commitments at Mass
29 Continue to receive Commitments at Mass	30	31				
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	



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



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



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.



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.

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



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



ADVANCE COMMITMENT LEADER

The Advance Commitment Team will plan and conduct Advance Commitment Gatherings that are designed to inform and inspire parish leaders to make their sacrificial commitment prior to the majority of the parish community. The total early commitments will be announced on Commitment Weekend to show that the leadership has stepped forward and that the campaign is poised for success.

Responsibilities:

- Attend Leadership Team Training, Leadership Report meetings and Advance Commitment planning meetings
- Attend Advance Commitment Gatherings
- Coordinate Invitations and Gatherings with Pacesetter Gifts team
- Prepare an invitation list that equal to 15%-25% of the parish households
- Work with the Pastor and Campaign Chairs to determine times, locations and food for the gatherings
- Enlist a team that is based on the instructions in Tab #5, Involvement. The team will:
 - Help plan, set up, and host the gathering(s)
 - Hand address Advance Commitment Gathering invitations
 - Make Advance Commitment Gathering reservation phone calls
 - After the Advance Commitment Gathering(s), send follow-up letters and or make follow-up calls
- Publicly support the campaign for the parish and arch/diocese
- Prayerfully consider a sacrificial financial commitment to the campaign

****MEETINGS YOU SHOULD ATTEND****

October 29, 2013	7:00 PM	Leadership Team Training
October 29, 2013	8:00 PM	Advance Commitment Meeting #1
December 02, 2013	7:00 PM	Leadership Team Report Meeting #1
December 02, 2013	8:00 PM	Advance Commitment Meeting #2
December 09, 2013	7:00 PM	Leadership Team Report Meeting #2
December 11, 2013	8:00 PM	Advance Commitment Meeting #3
December 16, 2013	7:00 PM	Leadership Team Report Meeting #3
December 16, 2013	8:00 PM	Advance Commitment Host Orientation
December 20, 2013	7:00 PM	Advance Commitment Gathering #1
December 28 - 29, 2013		Commitment Weekend & Parish-Wide Event



- Timetable For Completing Your Tasks -

October 29, 2013

Leadership Team Training and Individual Team Meetings

- Attend Leadership Team Training - **7:00 PM**
- Review your workbook and place the dates and times of the meetings you will attend on your personal calendar
- Attend Advance Commitment meeting #1 - **8:00 PM**
 - Receive details of the Advance Commitment process and strategy from your consultant
 - Discuss and make preliminary plans for time(s), location(s) and food
 - Review the first draft of the invitation list
 - Discuss qualifications of enlistees:
 - Leaders in the parish
 - Those very involved in the ministries of the parish (high ownership)
 - Represent a broad cross section of the parish
 - Ability to make and willingness to pray about a sacrificial commitment to the campaign

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

- Enlist team members. Number based on the Involvement section in this manual
- Meet with other Advancement Commitment Leaders for a planning session
- Communicate with the Pastor and Campaign Chairs with regard to your plans
- Complete the first draft of the Advance Commitment Gathering invitation list



December 02, 2013

Leadership Team Report #1 and Individual Team Meetings

- Attend Leadership Team Report #1 - **7:00 PM**
 - Report on progress and plans for the Advance Commitment Gathering
- Attend Advance Commitment Team Meeting #2 - **8:00 PM**
 - Finalize plans for gatherings
 - Dates
 - Location
 - Food
 - Hosts
 - Invitation list and invitations (the invitation comes from the pastor or parish life coordinator and is open about the purpose of the event...see sample letters Appendix B - C)
 1. Review involvement progress
 2. Do we have enough people?
 3. Do we have the right people?

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

- Monitor Involvement
- Plan to attend Leadership Team Report #2, **December 9 - 7:00 PM**
- Call to remind entire team to attend Advance Commitment meeting #3, the night of Leadership Team Report #2, **December 11 - 8:00 PM**, if needed to assist with hand addressing invitations
- Prepare to mail Advance Commitment Invitations. Things to consider:
 - Timing
 - Hand addressing - will it be done at Advance Commitment #3 or does it need to be done sooner?
- Depending upon the calendar, the Advance Commitment Invitation may be mailed either right before or right after Leadership Team Report #3 (at least 3 weeks prior to the first gathering)



December 09, 2013

Leadership Team Report #2 and Individual Team Meetings

- Attend Leadership Team Report #2 - **7:00 PM**
 - Report on progress and plans
- Attend Advance Commitment Meeting #3 - **8:00 PM**
 - Oversee the call assignment process (your consultant will suggest ways to conduct the assignment process)
 - Confirm team assignments, timing, etc.
 - Hand address Advance Commitment Invitations, if they are not already addressed
 - Determine follow-up strategy and dates for these to take place
 - Reminder phone calls to those who attend but have not yet turned in a commitment card (Appendix F)
 - Thank you and encouragement letters to those who attended the gatherings (two days after the gathering)

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

- Prepare for call assignments (this may be done by you or the Campaign Administrator; ask your consultant)
 - **Option #1** - Allow team members to select households they know well or,
 - **Option #2** - Divide the invitation list equally by the number of Advance Commitment Team members
- Encourage your enlistees to attend Advance Commitment Host Orientation the night of Report Meeting #3, **December 16 - 8:00 PM**
 - Let them know that this meeting is essential
 - Call assignments will be made (selections should be friends and people with whom they have influence)
 - Finalize last-minute details
- Prepare spoken and bulletin announcements. These should be general invitations to everyone in the parish and should include a request to *"please call the parish office to make reservations"* for those who wish to attend. (Appendix E)



December 16, 2013

Leadership Team Report #3 and Individual Team Meetings

- Attend Leadership Team Report #3 - **7:00 PM**. Report on progress and plans
 - Emphasize that it is important that each Leadership Team member attend an Advance Commitment Gathering
- Attend Advance Commitment Host Orientation - **8:00 PM**
 - Oversee the call assignment process (your consultant will suggest ways to conduct the assignment process)
 - Review plans for Advance Commitment Gathering

Following Leadership Team Report #3

- Mail Advance Commitment Invitations, if this has not been done
- Conduct/attend Advance Commitment Gathering
- Track attendance
- Oversee reservation and reminder calls

December 20, 2013

7:00 PM

Advance Commitment Gathering

- Plan to attend Advance Commitment Gathering

Between Advance Commitment Gathering and Commitment Weekend on December 28 - 29, 2013

- Implement follow-up strategy (Appendix D, F)
 - Letter to attendees within two days of the Gathering (Appendix D)
 - Call to attendees to thank and encourage early participation
- Track advance commitments as they come in
- Send thank you notes to those who make their commitment early. The thank you notes should come from the pastor



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

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



ADVANCE COMMITMENT GATHERING HOST INSTRUCTIONS

“They went as one body to the Temple every day but met in their houses for the breaking of bread; they shared their food gladly and generously; they praised God and were looked up to by everyone.”

(Acts 2:46-47)

ACKNOWLEDGMENT: As a host for an Advance Commitment gathering, you will make a significant contribution toward the success of our capital stewardship campaign. You represent for our parish and our committee the perfect blend of host, hostess, hospitality, and home. These uniquely combined ingredients will provide an ideal setting for what we seek to accomplish.

PURPOSE: Your home will offer to us an appropriate place to present to a representative group of our parishioners the challenge facing our parish. The participants will be asked to consider making their financial commitments to the campaign prior to everyone else. However, commitments will not be received at your gathering. They will be given at a later date. These “advance commitments” will provide for us an important measurement of member response.

CONSIDERATIONS:

1. The meal does not have to be an elaborate, sit-down occasion. Few homes can accommodate twenty or more couples with that kind of arrangement. Therefore, finger foods with random seating throughout the house is recommended and preferred. This will allow for greater group interaction.
2. If extra seating is needed, the parish can provide chairs upon request.
3. A nametag table should be conveniently located close to the main entrance of your home. Name tags and pens will be provided by the Campaign Administrator. If nametags can be made in advance of the gathering for the expected guests and displayed on the table, this would (1) provide uniformity and readability to the nametags, (2) allow early guests to see the names of the people invited, (3) expedite traffic flow, and (4) provide a record of non-attendees from unused name tags.
4. The Campaign Administrator will provide the hosting home with a package of envelopes containing commitment cards and “Gift Profiles.” Give this packet to the Consultant upon their arrival.
5. The occasion should begin promptly, with the meal to commence 15 minutes later. The program will follow the meal.



6. Ten minutes after the occasion begins, the Advance Commitment Leader will call everyone together, welcome the guests, introduce and thank the hosting family, ask for serving instructions, and lead in prayer.?
7. After the meal, the program needs to be conducted in the room or rooms that will comfortably accommodate the most people.
8. About 50 minutes after the occasion begins, the Leader should request that everyone finish eating and move to the place selected for the program.
9. Once the program begins, someone should be positioned close to the telephone and away from the program area to answer the phone immediately if it should ring. It is important that disturbances and interruptions be kept to a minimum.
10. To conclude the program, the Pastor will present a final challenge, thank the guests for attending and the hosting family for their hospitality, and then dismiss with prayer.
11. Soft music is acceptable, but make sure that it is not played during the program.
12. It is best to have your home cooler than usual since twenty couples will add about eight degrees of heat to your house.

RECOMMENDED AGENDA:

- ☐ Arrival and social time - **10 minutes**
- ☐ Welcome by Advance Commitment Leader, thanks to the hosting family, serving instructions, and prayer - **5 minutes**
- ☐ Meal - **35 minutes**
- ☐ Request to move to largest room for program - **10 minutes**
- ☐ Pastor's presentation of the challenge and introduction of the consultant - **10 minutes**
- ☐ Consultant's explanation of the giving potential and the commitment card - **30 minutes**
- ☐ Pastor's final challenge, request for response, appreciation to host family, prayer - **5 minutes**

CONCLUSION: Please accept the gratitude of your parish and campaign Leadership Team for graciously providing your home and hospitality to us during this special time. Your generosity will make a significant contribution toward our success!



STANDARD PASTOR'S LETTER OF INVITATION TO ADVANCE COMMITMENT GATHERINGS

Dear **(Name)**:

I am deeply grateful that we have leaders **(people)** like you in our parish. Every ministry of our parish is experiencing dynamic growth. God is blessing abundantly!

I believe the success of our **(Campaign Title)** is vital to our continued growth and mission. We must **(purpose of campaign) now** without financially encroaching on our ministry.

Because I believe **(Campaign Title)** is so important and you are so important to its success, I would like to invite you to a **(Type of Event)**

You are cordially invited to **(Location)** on **(Day, Date)** at **(Time)** PM for **(refreshments or a light meal)**, discussion, and fellowship. No commitments to **(Campaign Title)** will be requested on this occasion, but you will be asked to prayerfully consider making your commitment in advance of the Special Event, **(Date)**. A member of the Advance Commitment Team will be calling to receive your reservation.

Surely, **(parish)** has one of the greatest opportunities in its history. You are vital to our mission!

Thank you for all you mean to me personally and, most importantly, to God's work in our parish. I am counting on your continued help and support.

I will look forward to seeing you at **(Location)** on **(Date)**.

Sincerely,

Pastor



ADVANCE COMMITMENT INVITE WITH CHILDCARE OPTION

Dear **(Name)**:

I am deeply grateful that we have leaders like you in our parish. Every ministry of our parish is experiencing dynamic growth. God is blessing abundantly!

I believe the success of our **(Campaign Title)** capital campaign is vital to our continued growth and mission. We must **(in this section list the key elements of the case)** and contribute our portion to the Shared Ministries of the diocese **now** without financially encroaching on our ministries.

Because I believe **(Campaign Title)** is so important and you are so important to its success, I would like to invite you to attend a special gathering for leaders and fellow parishioners of **(name of parish)** in **(location)** on **(date)** at **(time)** PM.

This will be an opportunity to enjoy a nice meal, fellowship with other leaders and hear from me as your Pastor, a Campaign Leader and our consultant from O'Meara Ferguson, who has been working with our parish in this campaign for the past few months. You will learn more about this diocesan campaign and the opportunities it presents for the diocese and our parish. No commitments to **(Campaign Title)** will be requested on this occasion, but you will be asked to prayerfully consider making your commitment in advance of Commitment Weekend on **(date)**. Would you kindly make your reservation by **(date)** by calling **(put name of person who will take the responses)** at **(phone number)** or by an e-mail to **(put e-mail address)**? **OR** A member of the Advance Commitment Team will be calling to receive your reservation.

If needed, childcare will be provided at the church. Just let **(name of person taking responses)** know in your response and it will be provided. Confirmation phone calls by a member of our Advance Commitment Team will be made starting **(date)** but your reservation by either phone or e-mail will help us in this process.

Surely, **(Campaign Title)** is a great opportunity for our parish and the diocese. You are vital to our mission!

Thank you for all you mean to me personally and, most importantly, to God's work in our parish. I am counting on your continued help and support.

I will look forward to seeing you on **(date)** at **(time)**.

Sincerely,

Pastor



MODEL LETTER

ADVANCE COMMITMENT GATHERING ATTENDEES

Sent to those who attended the Advance Commitment Gathering. This would be sent very soon after the event (no more than two days) to help “focus” the individual before they complete the commitment card.

Dear _____:

Thank you for attending our *(Campaign Title)* Advance Commitment Gathering. Excitement continues to grow with our *(Campaign Title)* stewardship campaign. It is invigorating to see a renewed commitment from our parishioners to current and future ministries. We have so many ministries that are touching the lives of our parishioners or are giving us an opportunity to provide a light to others in our community. Yet there is so much more that we are called to do.

I know that with committed leadership like yours and others, we can reach our financial goals and see the realization of our vision.

You have been asked to be a part of our parish leadership by making your commitment prior to *(Commitment Weekend/Special Event Date)*. Your involvement will help us reach the largest possible advance commitment total that will be announced at our *(Commitment Mass/Special Event)* on *(Commitment Weekend/Special Event Date)*. Your early example of sacrifice and commitment will lead and set the pace for the rest of the parish.

As you prayerfully consider your three-year financial commitment, my own prayer is that you remember the theme of sacrifice and a willingness to give. I thank you for your vision, faithfulness, and the sacrifice you provide for our parish. Together we will continue to build and provide ministries to our growing parish and community.

Peace be with you,

(Pastor's Name)



ADVANCE COMMITMENT GATHERINGS BULLETIN ANNOUNCEMENT

As our **(Name of Campaign)** begins to capture the focus of our parish, we are offering a leadership opportunity for those who desire to make early commitments to enable us to encourage the congregation and to gain momentum in the campaign. We are hosting Advance Commitment Gatherings for those who wish to provide this valuable leadership in this defining moment in the life of _____ Catholic Community, Parish, Church?

The Advance Commitment Gatherings specifically will...

- Ask parish leadership and other members to consider making their financial commitments in advance of the Special Event Weekend.
- Ask all who attend to prayerfully consider making a *sacrificial* financial commitment over the next three years.
- Demonstrate the value of sacrificial financial commitments to the campaign and provide momentum and spiritual encouragement to the community.

These meetings are open to anyone wishing to attend and prayerfully consider making a sacrificial financial commitment in advance of others.

Commitments will **NOT** be collected at these gatherings. However, each one attending will receive printed information about the campaign, including a commitment card. Then you will be asked to prayerfully respond at least one week before the church-wide event.

The Advance Commitment Gatherings will be held...

Thursday evening _____

Friday evening _____

Because a light buffet will be included we must know who will attend. If you are willing to attend and lead out in our **(Name of Campaign)**, please call the parish office no later than (date) _____ and let us know which evening you can attend.

-OR-

"On (list dates) we will be having several Advance Commitment Gatherings for our (Name of Campaign) Capital Stewardship Campaign. At these gatherings we will be asking some of our parishioners to prayerfully consider making their financial commitments to our capital campaign in advance of others. If you would like to make your sacrificial commitment prior to our Special Event/Commitment Weekend, we would be glad to have you attend one of these gatherings. Please contact (Advance Commitment Leader) or (Campaign Administrator) or (Parish Office) by (Date). Thank you for your understanding, support and prayers."



SAMPLE SCRIPT FOR FOLLOW-UP PHONE CALL

TO THOSE ATTENDING ADVANCE COMMITMENT GATHERING

Made to those who attend an Advance Commitment Gathering. This call would be made 3 - 4 days prior to Commitment Weekend to encourage the individual to complete and return their commitment card prior to Commitment Weekend.

Hello this is _____ a parishioner at **(Name of Parish)**. Is this the _____ household? I am calling on behalf of **(Name of Father/leader)**. He wishes he could make all these calls himself, but as I am sure you understand, his schedule does not permit him to do so. He asked me to call and thank you for attending one of the recent Advance Commitment Gatherings. He appreciates the extra effort you made to be there as well as your faithful support of **(Name of Parish)**. I hope you enjoyed the event. **(Name of Father/leader)** also asked me to encourage you to prayerfully consider completing your commitment card and returning it to the parish office early so we can include it in the total that will be announced next weekend. The commitment of parish leaders like you is critical to the success of the campaign and we want to be able to show the parish at large that the leaders are committed to our projects. If you are willing to do this please return your commitment card to the parish office by next **(insert date to be returned)**. Thank you again for all your prayerful leadership.

PACESETTER GIFTS

APPENDICES



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:	_____



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.



PACESETTER PACKET ITEMS

PACESETTER INFORMATION PACKET

These items should be put into a nice, heavy pocketed folder 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



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 _____



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.

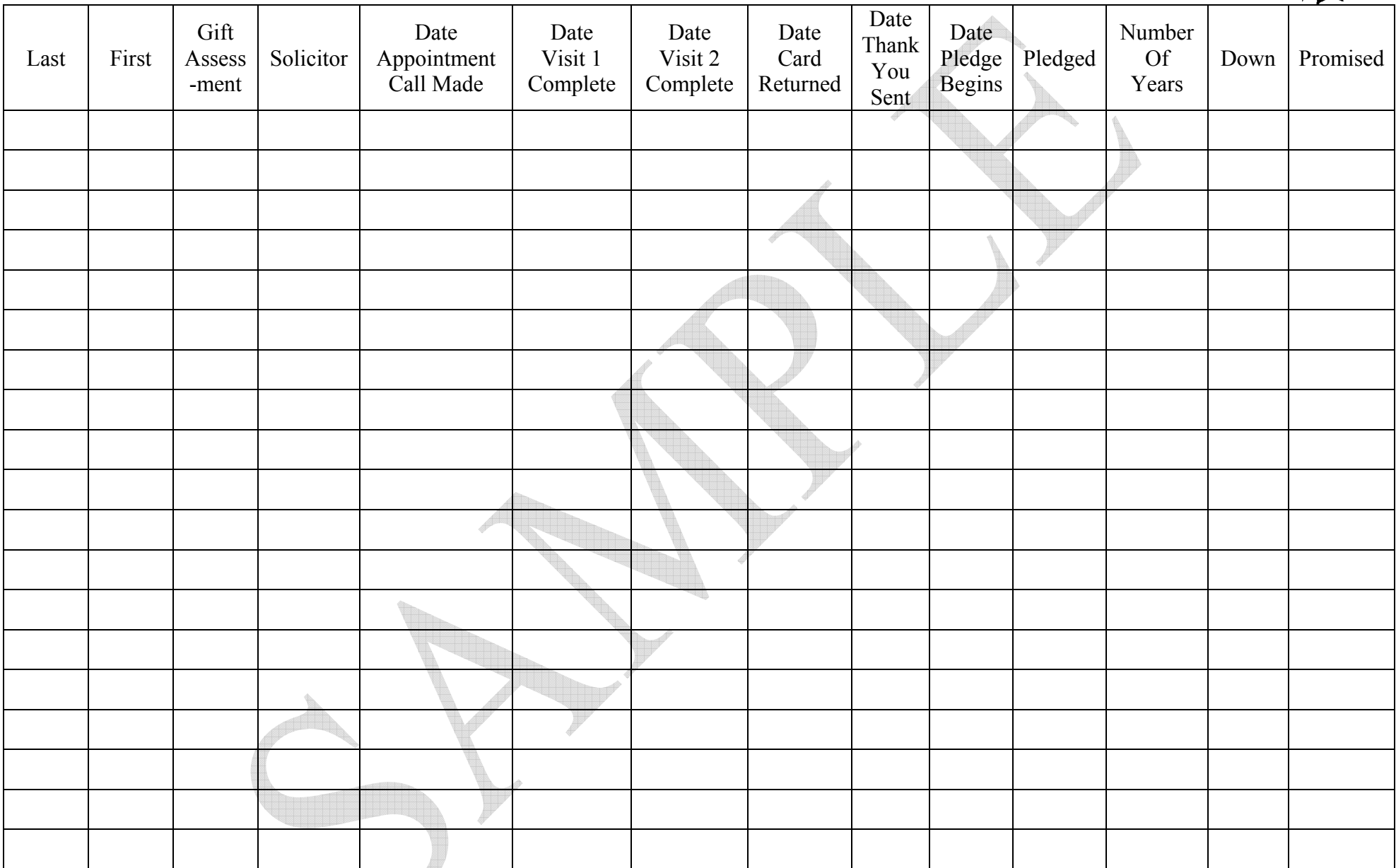
Sincerely,

(names)



Time: _____

PG Appendix F (Tracking Sheet)





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