



**MISSION ADVANCEMENT SERVICES**

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## CONTACTS AT THE ARCHDIOCESE

## CONTACT FOR PRINT MATERIALS



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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

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

No. Gifts at Level	Gift Level	Total at Level	Cumulative Total
No. Gifts at Level	Gift Level	Total at Level	Cumulative Total
No. Gifts at Level	Gift Level	Total at Level	Cumulative Total



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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	
Each Leader Enlists	
Total Team Assistants	
Each Assistant Enlists	
Total Members	
Total Team	
<b>Information Team - 2 Levels of Enlistment</b>	
Number of Leaders	
Each Leader Enlists	
Total Team Assistants	
Total Team	



<b>Parish-Wide Event Team - 2 Levels of Enlistment</b>	
Number of Leaders	
Each Leader Enlists	
Total Team Assistants	
Total Team	
<b>Children's Activities Team - 2 Levels of Enlistment</b>	
Number of Leaders	
Each Leader Enlists	
Total Team Assistants	
Total Team	
<b>Advance Commitment Team - 2 Levels of Enlistment</b>	
Number of Leaders	
Each Leader Enlists	
Total Team Assistants	
Total Team	



## INVOLVEMENT FORM

YOUR NAME \_\_\_\_\_

TEAM \_\_\_\_\_

TELEPHONE NUMBER \_\_\_\_\_

E-MAIL \_\_\_\_\_

1. At the end of your training meeting, you will select prospects from the list maintained by the Involvement Leader. Please choose twice as many prospects from the list as positions for which you are recruiting (e.g., if you need 2, select 4).
2. When you select prospects, please write your name legibly on the master list next to their listing. You will want to write their names and numbers at the bottom of this page so you remember which prospects you “reserved.”
3. Please make sure that you finish recruiting by\_\_\_\_\_.
4. If you need additional names, please contact the Involvement Leader.  
\_\_\_\_\_ phone: \_\_\_\_\_
5. There are only three possible “results” to place in the column below:
  - Yes ... Confirmed on the team! Please fill in their e-mail addresses below.
  - No... not interested in this job, but maybe in another job ... or, did not need to call or never reached this person, check No and Reissue.
  - No ... this person will not be available on the list and check “do not call.”

Name	Phone Number /E-Mail	Results			
		Yes	No	Do Not Call	Reissue
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					

6. Please return this form to the Involvement Leader as instructed. Also, make note of the persons who said “yes” and call them before the next meeting to remind them to attend.





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## KEYS FOR SUCCESSFUL ENLISTMENT

### ENLIST FACE-TO-FACE

It may seem as though it would take more time to enlist in person, but it usually takes less time. You will likely be more successful in getting a “yes” when you enlist in person

### IF YOU PHONE, ASK, “IS THIS A GOOD TIME TO TALK?”

There are times when you will be turned down simply because the person does not have the time to talk. It is easier to say “no” than to take the time to receive enough information to say “yes.”

Begin the conversation by saying, “I need to talk to you about a project that I need some help with. It will take about 10 minutes. Is this a good time for you to talk, or would it be better for me to call back at a later time?”

### FULLY EXPLAIN THE TASK

Take time to completely explain the task. Emphasize the dates for training meetings. Make sure they will be available when the team is actually doing its task.

### THE TASK IS RELATIVELY SMALL BUT VERY IMPORTANT

A program like this is a huge undertaking. No one person or one group of people could accomplish it. It is just too big. So, we have taken this big job and broken it down into a lot of little pieces. If everyone will just take a little piece of it, together we can get a big job done.

If we were to wait until it was convenient for everyone to help, we would never get anything done. It will take all of us. This is such an important task as it relates to the future of our parish. Help those you enlist feel the desire to make it work.

**IF THE PERSON SAYS, “I WOULD LIKE TO HELP, BUT I DON’T HAVE TIME.”** Respond by saying, “I know how you feel. In fact, when they asked me to serve, I felt the same way; then I went to one of the training meetings and learned how important this program is to the future of our parish. I realized that the task is not that big. Frankly, I found that I could make time for it, and I hope you can, too.”

### IF THE PERSON EXPRESSES QUESTIONS OR CONCERNS

There will be some who simply do not understand what the parish is trying to accomplish. There will be others who may be at odds with someone or something related to the parish program.

If someone wants to talk about his or her concerns, listen quietly. Afterward, simply say, “The only thing that our parish is asking us to do at this time is to pray to find God’s will in our lives as it relates to his will for the parish, and I think all of us are willing to do that.”