

A Test Campaign

Venice, FL

Visual Communications 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	



A Test Campaign

Venice, FL

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 <i>Columbus Day</i> 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



VISUAL COMMUNICATIONS LEADER

The Visual Communications Leader is responsible for creating and producing a visual presentation to be used in the campaign. An archdiocesan visual presentation may or may not be available. Please check with your Consultant.

The strategy and process for producing a parish-based visual presentation is outlined in the Visual Communications Resource Guide provided by your Consultant. If you do not have such a guide, immediately request one through your Consultant. There is also a resource DVD that includes several sample DVD presentations from other parish campaigns.

At a strategic point in your campaign, you will also be asked to facilitate the showing of your archdiocesan DVD. Check with your Consultant and your Pastor about the timing and details for this presentation.

Responsibilities:

- Attend Leadership Team Training, Leadership Team Report meetings and Print/Visual Communications meetings
- Attend Advance Commitment Gatherings
- As Visual Communications Leader, you will want to accomplish the following:
 - Build a team, as needed
 - Write and edit a visual presentation for your parish with focuses on parish history, ministries, people and the case statement for the campaign
 - If one is being used in the campaign, secure a copy of the archdiocesan DVD for your own reference as well as for showing at the appropriate time
 - Make and manage arrangements for any needed professional services/vendors
 - If producing materials other than those provided by the archdiocese, work with appropriate Staff and Campaign Chair(s) to establish a Visual Communications budget
- Publicly support the campaign for the parish and archdiocese
- Prayerfully consider a sacrificial, financial commitment to the campaign



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

October 29, 2013	7:00 PM	Print and Visual Communications Training
December 10, 2013	12:00 AM	Leadership Team Training
December 02, 2013	7:00 PM	Print and Visual Communications Meeting
December 09, 2013	7:00 PM	Leadership Team Report Meeting #1
December 16, 2013	7:00 PM	Leadership Team Report Meeting #2
December 20, 2013	7:00 PM	Leadership Team Report Meeting #3
December 28 - 29, 2013		Advance Commitment Gathering #1
		Commitment Weekend & Parish-Wide Event

- Timetable For Completing Your Tasks -

October 29, 2013

Leadership Team Training and Individual Team Meetings

- Attend Print and Visual Communications Training with your consultant -
- Review responsibilities and tasks of your position
- Review your workbook and place the dates and times of the meetings you will attend on your personal calendar
- Review with your Consultant the timeline needed to have your visual production ready by the Information Phase of the campaign
- Determine if you need to recruit any team members. If you do recruit team members, please give the names of those you enlist to the Involvement Leader
- If you have not already done so, review the Visual Communications Resource Guide with your Consultant
- Attend Leadership Team Training - **7:00 PM**



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

- Study the Visual Communications Resource Guide provided
- Determine, with the advice of your Pastor and Campaign Chair(s), what medium would work best for your parish – DVD, Power Point, a Story Board at the back of the Church, etc.
- Record the visual production and screening deadlines on your own personal calendar
- Enlist additional team members, as needed
- Determine the most effective and efficient methods for using people on your team. For instance, particular people may have certain roles (graphics, layout, writing, editing, and production)
- If you choose to produce additional visual materials, please do the following:
 - Contact your Consultant for additional visual resources
 - When you receive these resources, review the examples
 - Select any other professional services needed

December 11, 2013

Leadership Team Report #1 and Individual Team Meetings

- Attend Print and Visual Communications Meeting -
 - Review progress on work assignments with your Consultant
 - Focus on production deadlines: understand fully what must be done and by when each task must be completed
- Attend Leadership Team Report #1 - **7:00 PM**
 - Be prepared with questions/concerns about your position
 - Be prepared to report on the status of your team's plans



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

- If you are requesting additional resources, prepare an expenditures request for your parish and submit it to the appropriate staff person. **Remember:** in most cases, additional materials not provided by your arch/diocese will be at the parish's expense. If you are in doubt about the policies, check with your Consultant

December 09, 2013

Leadership Team Report #2 and Individual Team Meetings

- Attend Leadership Team Report Meeting #2 - **7:00 PM**
 - Be prepared to report on the status of your team's plans

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

- If you have not done so, and if it is being provided by the arch/diocese, secure a copy of the arch/diocesan DVD and discuss with your Pastor and/or Parish Staff about the appropriate venues for presenting this resource to the parish community.

December 16, 2013

Leadership Team Report #3 and Individual Team Meetings

- Attend Leadership Team Report #3 - **7:00 PM**
 - Be prepared to report on the status of your team's plans



**Be Prepared to Utilize the Visual Production as Part of the
Information Phase of the Campaign,
December 05 - 08, 2013**

- Work with the Campaign Chair and Pastor to determine the process for showing/displaying the visual production
- Arrange for any equipment needed for the above process
- If appropriate, place the DVD or Power Point on the parish website

December 20 - 7:00 PM

Advance Commitment Gathering

- Plan to attend Advance Commitment Gathering

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."



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**VISUAL
COMMUNICATIONS**



RESOURCE GUIDE



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THE VISUAL PRESENTATION

*...they might see with their eyes, hear with their ears,
understand with their hearts...*

Isaiah 6:10

INTRODUCTION

As the Visual Communications Leader, you are in a distinctive position to clearly communicate the parish's project. Few activities will have as much impact upon the success of the program as the visual presentation.

You have a unique opportunity to positively influence the success of your parish's capital stewardship campaign by:

- ☐ **Visually communicating the project and program so that the parishioners will embrace it with their enthusiasm, excitement and support.** Visual presentations will provide the parishioners with their first exposure to the program. If first impressions have lasting importance, then the visual presentation should be treated as one possessing unusual purpose and potential.
- ☐ **Creating a visual presentation that will establish the proper spirit, provide thorough information, create a common bond, offer a positive challenge, and seek the support of all.**
- ☐ **Permitting the momentum and motivation of your program to be shared by not only the parish leaders but also by the parishioners.** Visual presentations will help accomplish this as they are shown at strategic moments in the program and in proper settings to as many people as possible.
- ☐ **Helping “cast the vision” of the project.** This clearly defines the “what” as well as the “why” of the program.
- ☐ **Telling the story of the parish: the heritage of the past, the challenge of the present, and the vision of the future.** This will be a focus on the people, purposes and ministries of the parish.
- ☐ **Personalizing and placing faces on needs that will be met.** For example, if your project is debt reduction, talk about ministry opportunities that will come because of debt service savings. Translate your project into benefits and solutions. Paint word pictures of the faces of people into your projects.
- ☐ **Offering a dynamic appeal that encourages everyone's participation and support.**

On the following pages are resources for DVD/visual production from several different perspectives, including:

- Working with a professional production firm, or
- Taking on the task of an “in-house” production, and



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- Developing and writing a script for your visual presentation.

Begin by enlisting a team of talented people to assist you in this project, people that have the creative skills, spiritual insight, and personal dedication needed for this endeavor. Within your own mind and heart capture the opportunity to make this a meaningful and lasting experience.



WORKING WITH A PROFESSIONAL PRODUCTION FIRM

This section will explore some of the important questions you will need to answer before enlisting the help of a professional service.

WHY WORK WITH A PROFESSIONAL?

1. **Easier for you.** Though it seems easy and doable, a visual presentation of 8 to 12 minutes can take a great deal of time to produce, and achieve the quality your parish deserves. A professional can ease the time constraints toward the end of the program and help create a visual presentation of which you and the parishioners can be proud.
2. **Quality of finished product.** While most of us are able to piece together footage we have, a professional will give an objective viewpoint that will help in the flow and style of the visual presentation. In the end, it is important that the professional help you see your project and purpose from the experienced perspective of an outsider and an expert.
3. **Ease of duplication.** Professionals will have at their disposal multiple duplication devices. Should you need 10 or 1,000 or more copies, it will be easier for them to produce, and would spare your equipment the wear and tear. The price of small or large-scale duplication can be part of the negotiated professional fee.

HOW TO FIND A PROFESSIONAL

1. You can check with other groups, Catholic or civic, who have had visual presentations prepared in the past and ask for a reference list.
2. You might also check the Yellow Pages in your community under Video Production. A good rule of thumb is to always ask for references, and take the extra time to carefully check them out.

WHAT ARE SOME QUESTIONS TO ASK A PROFESSIONAL VIDEOGRAPHER?

1. *Could we have an unedited list of references?* Parishes or civic organizations may give you the best feel as to whether this company was successful in getting their message across in pictures, as well as their level of satisfaction with the quality and timeliness of what was produced.
2. *Have you ever worked with a parish before? Do you see any possible stumbling blocks with working with us? Are you available on Weekends and in the evenings when many of our activities are taking place?*
3. *What recording format will you be using?* Studio quality is $\frac{3}{4}$ inch and $\frac{3}{4}$ inch SP.



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4. *What equipment is available to you? What types of graphics and wipes are available?*
Though you want the end product to be entertaining, the parishioners do not need to focus on the special effects and miss the message.

WHAT ARE THE CONSIDERATIONS?

1. Money – Determine as early as possible the budget you will need to spend. Do not be surprised if the quote is over \$1,000 per minute of finished product. This is normal if the production company has to do all the work. If the parish does some of the work, you can significantly lower the final cost.
2. Time – When do you need the final product, and when would you like to preview it so that changes could still be made before the final showing? These dates are already predetermined and are found in your Responsibilities tab.

HOW TO RELAY YOUR VISION TO A PROFESSIONAL

1. Explain inspirational and motivational needs. Start with the end in mind, and explain what needs to happen as a result of the DVD being shown. Typically it will be viewed prior to the commitment cards being filled out.
2. A well-thought out working script will give the professional much of what he or she needs. It will have duration, copy, and even possible shots. This, along with the creativity of the videographer, will go a long way in producing a DVD that will accomplish your desires.
3. Explain the three-year use of this presentation, and the wider impact it may have beyond this one showing. If possible, negotiate another DVD with an added opening and closing by your Pastor to be used during the follow-up period. Confer with the Follow-Up Leader(s) about specific script requests in order to adapt the presentation for use during the three-year giving period.

COST VERSUS BENEFITS

A decision needs to be made regarding costs and benefits. Using a professional will certainly cost more than an in-house production. However, a professional-quality production will require less work from you, will probably communicate your message in a better form, and may allow you to raise more money.

WHAT A PROFESSIONAL MIGHT EXPECT FROM YOU

After surveying many of the videographers used by parishes, the following list of suggestions resulted for you to consider before contacting a professional.

- ☐ What is your production budget?
- ☐ What can the parish provide – such as pictures, video clips, or ideas for the visual presentation?



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- ☐ Who might be a good narrator?
 - ☐ What are your time constraints? Previews are usually done in two ways. First, you or a member of your team will sit with the videographer during the editing/assembly stage and answer questions as they go, so that you have a finished product; or a rough edit can be previewed to make sure the visual presentation is following the ideas of the parish.
 - ☐ Background music can be produced specifically for your use, purchased at many editing studios, or copyrights may be obtained. Permission must be obtained for the use of any copyrighted music.
 - ☐ How will the finished product be archived and for how long? Can you have a final copy (preferably in digital tape format or on a DVD)?
 - ☐ In what format does the parish want the final copy? DVDs are now the most economical to copy; yet some homes still rely on VHS tapes. A finished DVD can be economical to mail.
 - ☐ Can the final product be used on a website? — Many parishes are using websites to share their visual presentation. Special preparations may need to be made so the finished product can be used on your website.
 - ☐ Be as prepared as possible before contacting a professional — the more work you are able to do before contacting a professional will demonstrate your commitment and interest in this product and in the skills of the professional.



IN-HOUSE PRODUCTIONS

You may consider handling the production of a visual presentation for the capital stewardship campaign on your own, or “in-house,” rather than employ the services of an outside, professional videographer. Several aspects should be considered as you embark upon such a project.

1. What is the scope of the project?

Options:

- ☐ An Information visual presentation
- ☐ An Information presentation and an additional presentation to be shown at the Special Event
- ☐ A DVD or “PowerPoint” type presentation, or combination of both

2. How will it be presented or distributed?

Options: Check with the Pastor or Consultant about the way it is to be used or circulated.

- ☐ Shown at Information Meetings
- ☐ DVDs sent to every household for viewing
- ☐ Shown in large group setting (typically the Special Event presentation)

3. Where can I get volunteers to help on the Visual Communications production team?

Options:

- ☐ From the parishioners
- ☐ From the larger community (for example, high school or community college students presently enrolled in video production courses, others with experience in video production and/or editing)

4. Where can production equipment be obtained?

Options:

- ☐ Parishioners who have high-quality digital video cameras and/or computer editing equipment
- ☐ Community resources (for example, local cable companies, high school, community colleges, local companies with in-house production facilities, and interested individuals)

5. What is your production timeline? Especially with the Information visual presentation

- ☐ This is a project that demands managing people and deadlines. Check your Responsibilities timeline, determine the schedule for visual presentations, and make sure those are met.



SCRIPT PREPARATION

The first step in visual production is to compose a working script and a “story board” for the various images desired. This will permit you to determine times for various individuals, groups, and locations. Please refer to the Addendum in this Resource Guide for an added explanation of the process.

CAMERA OPERATION

A digital video camera may be the best option for an “in-house” production. Such equipment will offer consistently superior results with higher resolution and no-loss transfer of images. It will also interface best with computer software for editing.

Tips on enhancing your camera work:

- ™ When taping individuals and groups, always strive to get focused close-ups of individual(s). Use various angles – frontal close-ups, side close-ups, slow panning shots of larger groups.
- ™ Use of a tripod or some other type of stabilizer will give cleaner, steadier shots. When taping an interview with someone, make sure the lighting is flattering to the subject.
- ™ A good transitional effect is to start taping with the camera lens closed, and then open it up to create a fade from a black screen to full intensity. Close the lens after shooting a scene to create a fade-out. Some cameras include an auto-fade feature.
- ™ If a subject walks out of camera view, show him/her from another angle. Do not search for the subject with the camera.
- ™ An individual being interviewed should never speak directly into the camera. Rather have them speak towards an off-camera interviewer.

EDITING

Editing is necessary. The lack of visual variety in taping a long, time-consuming event, such as a homily or program, becomes all too obvious if the tape is left unedited.

The quality of editing is largely dependent on the kind of equipment available. Such quality can be achieved with a home PC with the appropriate software and connectors (see bibliography). For example, to transfer moving images from a digital video camera to a PC equipped with editing software, a special connection such as a “Firewire” (IEEE1394) is needed.

Numerous resources for editing may be found both from within the parish and the community. Initial time spent in discovering such equipment and experience will enhance the taping and final editing of the presentation.



Video editing allows you to remove or shorten repetitions or mistakes in scripting or answers from interviews. These cuts should be smooth, allowing sufficient transition from one shot to another. For example, occasionally the timing of a scene might be slowed down or increased for effect. However, be careful not to use too many special effects. They can become a distraction.

Tips on improving your video editing:

- ☐ Do not cut between shots that are quite similar. (For example, do not cut after a frontal close-up of one person, then show a frontal close-up of another person)
- ☐ Do not cut between shots of a subject from very different angles. Do not go from a very long shot to a close-up, or from a far left angle view to a far right angle view of the same subject
- ☐ When moving from an action shot, introduce a cutaway shot first. (For example, if moving from a left angle on subject or location to a right angle, edit in a long shot of the subject or location)
- ☐ When using testimonials, keep responses or comments to 20-second “sound bites.” You may use the individuals or couples more than once in the production.

DUPLICATION

Whether a presentation will be shown in a number of group settings (such as an Introduction Meeting) or circulated to each parishioner, duplication of the master is required.

Professional help should be considered in doing this. Personal computer DVD players/burners are not designed or equipped for duplicating large numbers of DVDs. Companies specializing in professional DVD duplication may be found in your area. Early in the production schedule, contact several firms to receive quotes based on the number of DVDs needed and time estimates for the work. Typically, a quote includes the disk, a cover for it (card stock or plastic), and a label on the DVD.

Note in the Task Management Guide the date when the DVDs need to be available for the Campaign Administrator to prepare and distribute.

“POWERPOINT” PRESENTATIONS

Microsoft® PowerPoint is a useful tool for preparing visual presentations. This is particularly good for visual representations of financial information. This type of presentation offers an affordable alternative to DVD. Or it can be included in a DVD presentation where graphics are desired.

Background templates are standard with this software, but there are several companies marketing additional choices. Consult with the Print Communications Leader(s) for the color



scheme of printed materials and choose background templates that match or complement this.

Several affordable software products are on the market that permit easy introduction of photos, sound, and other visual images to enhance such a presentation.

You can also transfer this to DVD in order to provide added variety for viewing.



BIBLIOGRAPHY

EDITING SOFTWARE AND VIDEO RESOURCES ON THE INTERNET

There are many video editing programs available on the market today. The following resources may assist you in choosing the ones that best fit your needs and budget:

This article reviews many of the leading programs for the low-budget, home user:
<http://video-editing-software-review.toptenreviews.com/>

CNet.com has an extensive review of video editing software. You may find a listing of their reviews at: http://reviews.cnet.com/4566-3670_7-0.html

This website provides product reviews, tutorials, and advice on all things video:
<http://www.videomaker.com/>

You may also find help at this site: <http://www.desktop-video-guide.com/video-product-reviews.html>



ADDENDUM



SCRIPT WRITING

1. INTRODUCTION:

The introduction should present the theme for the presentation. There should be a creative common thread that weaves throughout all the following categories. The introduction should be brief yet intriguing to the viewer and set the stage for what is to follow.

Narration: 75 words or less
Video Time: 1 minute or less

2. PARISH HISTORY:

Reviewing the parish's history is not to give a chronological order of all memorable events, but rather to reinforce to the parishioners that God has provided for them in the past and, will continue to do so in the present and future. View all past accomplishments as a foundation for the present challenge.

Narration: 75 words
Video Time: 1 minute

3. MINISTRIES:

Feature the ministries of the parish, their function, purpose and productivity. Show people in service to God and to one another. Illustrate what has been achieved through previous contributions to building and budget needs. Show the parish as being alive and productive and worthy of continued and new support.

Narration: 150 words
Video Time: 2 minutes

4. CURRENT NEED:

Once ministries have been outlined, communicate that continued productivity is being threatened by needs (expansion, renovation, etc.). The need for additional (updated or new) "tools" for service must be clearly communicated. Buildings must be positioned as a means for enhancing and expanding the parish's mission and ministry.

Narration: 75 words
Video Time: 1 minute

5. THE PLAN:

To meet the previously stated need, the proposed project is now introduced as a solution. A model or illustration of the proposed facility should be featured. Do not describe the facility only in terms of square footage, but describe it in terms of ministry accommodations. Share how many people, and age groups, will be affected. What will this new space allow them to do? What new ministries can be started as a result of the additional space? How will the facility fit into the overall function of the parish? How much will it cost? When will construction begin? When will it be completed? What additional parking will be realized? Communicate fully the design, people capacity, and functions of the proposed facility so that all the previously stated needs are addressed.



Narration: 150 words
Video Time: 2 minutes

6. THE PROGRAM:

As a means to making the “plan” a reality, the parish has entered into a capital stewardship campaign (the title, purpose and methodology should be stated).

Narration: 75 words
Video Time: 1 minute

7. INDIVIDUAL RESPONSIBILITY:

Emphasize that in order for this to happen, it will take each of us giving sacrificially, over and above our current giving, for a three-year period. The future depends on what we do now. Stress the importance of each person following God’s guidance for his or her life. Emphasize and explain the process of prayer, sacrifice, generosity, and commitment.

Narration: 75 words
Video Time: 1 minute

8. CLOSING CHALLENGE:

Do not close the presentation without an invitation to make a sacrificial, generous commitment. This segment should be uplifting and motivating. It should portray what the program can and should be if people are faithful stewards to God through His Church. The close should be powerful and memorable, calling each person to prayer and response.

Narration: 150 words
Video Time: 2 minutes

Some of this content can and should be achieved or supplemented by the use of selected “testimonials”– brief remarks by lay people and leadership that address the particular topic. The Pastor and staff should have a clear, but limited, presence in the DVD (usually the “Closing Challenge”).

The above is to be considered as a guide, not the final script. For further reference, please review the sample DVD presentations provided to see how other parishes have customized their messages.



EXAMPLE

DVD PRESENTATION STORYBOARD

SECTION TIME	RUNNING TIME	NARRATION	VISUALS
		<i>“Campaign Title”</i> – that was the determination of those who came together long ago to form our fellowship, <i>Parish Name</i> . They had a passion to share the good news of Jesus Christ in word and deed, and so they established this place as a launch point for that ministry and mission. If they had not cared enough to take the risk and make the commitment, we might not be here today. But they did care, and to those faithful few we are grateful.	
		Consider what has grown from the seeds of faith they sowed. Look at what we have become, who we are, how we care. We are a parish of people who <i>have</i> cared; a parish of people who have <i>come</i> to care; and a parish for people who <i>need</i> our care.	
		There are many ways we care for and serve our parish family ... (highlight current ministries and programs of fellowship, discipleship, and worship).	
		And there are many opportunities to reach beyond our doors to those in need ... (highlight current outreach ministries and mission projects).	
		To properly care for those within our parish, and for those within the reach of our ministries and missions, we must have an adequate facility. This means a parish home that meets the needs of those who are here now; a center for equipping those who reach beyond our walls; and an inviting facility for those who want to join with us in our journey toward Christian maturity, nurture, and service.	



SECTION TIME	RUNNING TIME	NARRATION	VISUALS
		Our commitments should be “over and above” our regular giving so that we don’t jeopardize the current ministries and programs already in place.	
		These commitments would be for a three-year period. That helps the parish financially, and provides a time frame for each of us to be both creative and generous in our responses.	
		When you begin considering your gift, remember the phrase, “Not Equal Gifts, But Equal Sacrifice.” It simply means that all of our commitments and responses will vary in size and source, but we can all share an equality of effort in determining what our gifts represent from us personally. Only we can gauge what is the “extra measure” of a generous response to the grace of God in our lives.	
		We have set “Milestones” to gauge our commitment progress as a parish family, and surpassing our “Milestone III” would be a dramatic demonstration of our collective response. Let’s not forget that we still want to commit as far toward our ultimate financial need as God enables us, and by our daring to “stretch” beyond our initial expectations.	
		To achieve this will require each of us to pray for God’s guidance and our willingness to act in faith. It is one thing to commit using only our calculator, budget, and our checkbook. A complete commitment will also require the surrender of our spirit to God’s Spirit.	
		As a parish we have decided to move forward and to enhance our facility to benefit many, many people. That was the hard part. Now, with our resources combined, and God as our Guide, we can transform a vision into a reality. And that is the “heart” part.	



SECTION TIME	RUNNING TIME	NARRATION	VISUALS
		We have a history and a pattern of people coming to <i>Parish Name</i> to receive and to give care. People are continuing to come. If we choose to be as faithful as those who came before us, then we will provide for those who come after us, for those we may never meet. Someone has said, “To be young is to sit in the shade of a tree that you did not plant; to be mature is to plant a tree in the shade of which you may never sit.” Are we willing to commit to the future? Are we willing to “sacrifice”? Are we willing to continue to care?	
		The time has come to share our faith, to affirm our commitment to the past, and to the future of <i>Parish Name</i> . The time has come to act – because we“ <i>Campaign Title.</i> ”	