

RECOMMENDATIONS

1. Mistakes were made in Phase I. Parishioners thought the campaign was going to build a new church also. The brochure stated this. Verbally and in print acknowledge mistakes. State that no one received any personal gain. Make sure this fact is understood. Remember, apologies go a long way.

Write a letter to parishioners who purchased something specific for the new church. Tell them that their gifts will be recognized in the new church without any additional pledge. They will be getting what they paid for.

2. Explain all the other things that were included in Phase I besides the Narthex, for example: Parish Hall, usher's room, and restrooms.
3. Invite additional parishioners to join committees. Increasing the amount of people that are involved will only make a campaign stronger. The more information people have the better.
4. Review cost and project estimates. Consider using some parish reserves to complete the project. Phase III would not be welcomed. Also consider eliminating a new chapel at this time. The parish cannot support a \$9 million campaign.
5. September through December hold town hall meetings. Get people involved and excited.
6. Announce your plans to go forward in January with the modified plan.
7. In order to provide more space for the growing needs of the school, allocate 5% of the capital campaign funds towards the school's needs. Consider converting the garage and living room of the old rectory.
8. This will be complicated but most campaigns are. However, this parish is alive, the school, the campus, the narthex, the staff, the pastor, the people all make a vibrant, active parish.

Suggested Steps of Action:

1. Send thank you letters to all who granted personal interviews.
2. Adopt a minimum campaign goal of \$5,250,000 over a 5-year pledge period.
3. Report results of the study to the parish immediately. Make a copy available to anyone who wants to read it at the parish office.
4. Seek approval from the Archdiocese.
5. Retain fund-raising counsel.
6. Adopt a campaign schedule. Beginning in January, a very intensive 20 week campaign with strong leadership will accomplish your goal.

<p style="text-align: center;"><i>SUGGESTED CAMPAIGN TIMETABLE FOR A 20 WEEK CAMPAIGN</i></p>
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PHASE ONE PRELIMINARIES & PACESETTER GIFTS SECTION

1. Open campaign office.
2. Prepare basic materials including case statement, brochures, question and answer piece, tabloid, fact sheet, timetables, budget, pledge cards, letterheads, envelopes, volunteer training folders, special presentations, and in general, all training and solicitation materials.
3. Enlist and orient general chair(s).
4. Enlist and orient pacesetter chair(s).
5. Develop pacesetter gift prospect list and from its ranks enlist and train a soliciting committee.
6. Hold a wine & cheese event (or some social function) for pacesetter gifts prospects. This is an informative session – no solicitation. The purpose is to acquaint major gift prospects of the need, what is expected of them and to let them know they will be visited for their gift investment to the capital campaign. The invitation should be co-signed by the Pastor, General Chair and Pacesetter Chair.
7. Decide the best committee people to solicit each prospect and the “target amount” you hope from each.
8. Solicit pacesetters and hold weekly report meetings. Sometimes these are breakfast meetings, sometimes early evening (4:30 – 5:30 p.m.), whatever the majority decides.

9. Send thank you acknowledgement letters to early gift donors.
10. After successfully soliciting the pacesetter (lead-off) gifts, hold a media conference (television, print, radio) at which time plans are unveiled – the campaign general chair and pacesetter chair(s) are introduced – the amount pledged to date is announced – and the official kick-off of the campaign is made.

PHASE TWO
MAJOR/SPECIAL GIFTS SECTION

1. Enlist and orient major gifts chairs.
2. Develop a comprehensive major gifts prospect list. Evaluate each name for a “target amount.”
3. Enlist and train the volunteer soliciting organization.
4. Hold a special function (late afternoon or early evening) for major gifts prospects. The purpose is the same as with pacesetter prospects – to acquaint them with the plans – introduce leadership – announce the progress to date, etc. Again, like the pacesetters, the purpose of getting this group of prospects together is to *inform, not solicit*. Generally, light refreshments are in order.
5. Hold a kick-off for soliciting teams. Distribute pledge cards.
6. Solicit gifts and hold regular report meetings.
7. Send “thank you” letters.
8. Hold scheduled executive committee meetings.
9. Run bulletin and news releases regarding campaign progress.

PHASE THREE
GENERAL PARISH SECTION

1. Enlist and orient general parish chairs, parish neighborhood team captains and team members.
2. Evaluate pledge cards for a “target amount” from each.
3. Continue progress updates in weekly bulletin.
4. Hold a team captain training meeting.
5. Distribute informative campaign inserts at all masses.
6. Parish family gifts section kick-off/training.
7. Report meetings.
8. Send out thank you cards to all general parish donors.
9. Weekly updates to campaign leadership.
10. Draft and review continuation committee guide with campaign leadership.

PHASE FOUR
GENERAL FOLLOW-UP SECTION

1. Mail cards, along with a pledge card and return envelope (to be put in weekend mass collection basket) to anyone not personally visited.
2. Hold a VICTORY PARTY for all campaign workers and invite special guests, i.e., the Bishop, pacesetter donors, etc.
3. Present final report to the pastor, Resource Committee and Steering Committee.

Note: Sections overlap, time-wise. For example, while Phase One steps are being implemented, Phase Two will begin organizing. That's how you compact a large number of campaign steps into a relatively short period of time.