

Nativity Of Our Lord Parish **Capital Campaign**

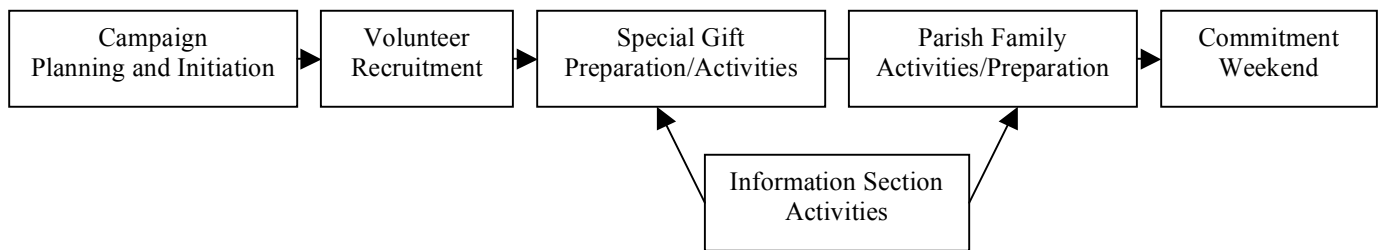
Campaign Brief

THE CAMPAIGN OBJECTIVE

The objective of the capital campaign for Nativity Parish is to raise \$4,500,000 in new cash or pledges of up to 5 years. There may be a few donors who prefer a longer or shorter pledge period and that can be arranged.

As Nativity of Our Lord continues to grow, the ultimate challenge in planning is to make the best possible decisions about how to address our needs both today and well into the future. The project we have identified will follow our master plan, strengthen our community of faith, and meet our needs for years to come.

CAMPAIGN PROCESS



After much planning and information gathering, the campaign begins with a parish-wide communication from the Pastor outlining the campaign and its purpose. At the same time, the recruitment of the campaign leadership team begins. The leadership team consists of the Pastor, Honorary Chairs, and General Chairs. It is the leadership team's job, with the support of the Campaign Director, to build the campaign volunteer organization.

Echelon Solicitations

To make the campaign feasible, it is necessary to secure completed pledge forms from parishioners in stages. Because of the parish's size and the requirements of a carefully structured campaign, it would be impossible to contact all parish families in one step. Therefore, the campaign will be broken down into two sections for solicitation: the **Special Gifts Section** and the **Parish Family Section**. A Special Gift Prospect is a parishioner who, based on previous giving and service to the parish, Phoenix Fundraising Counsel believes has been blessed with the ability to make a minimum pledge of \$5,000 over a five-year period. A Parish Family Prospect is a parishioner Phoenix believes has the ability to make a pledge of up to \$4,999 over a five-year period.

Parishioners will be evaluated to identify a range of gifting for each family. Evaluations are an art not a science. There will be parishioners included in the Special Gifts Section who may pledge less than \$5,000, and there will be people in the Parish Family Section who will pledge more than \$5,000 over the pledge period. In reality, the separation of parishioners into two groups divides the workload so no one group of volunteers will be overloaded with calls.

Nativity Of Our Lord Parish Capital Campaign

A third group of volunteers, identified as the Information Section, is responsible for well-organized, ongoing communication to all parishioners.

Under the leadership of the campaign General Chairs, Special Gifts Chairs will be identified. The General Chairs will also enlist Parish Family Chairs and the Chairs for the Information Section. Each of the volunteer teams will be developed and charged with specific goals and deadlines.

Campaign Volunteer Organizational Meetings

All volunteers will participate in an orientation session. The campaign orientation meetings for the volunteers enlisted to serve in the Special Gifts, Parish Family and Information Sections will be comprehensive, covering both the role of the volunteer and details about the project(s). It is expected that a few hundred (250+) of the parish's most active members will be involved in these sessions at one time or another as the volunteers prepare to meet and communicate with parishioners.

Special Gifts Section

A number of families at Nativity Parish have been abundantly blessed financially. The campaign must look to those members in the Special Gift Section to be able to raise \$4,050,000 in pledges up to five-years. It is estimated that approximately 400 families will be included as prospective donors in the Special Gifts Section. The Special Gift Section will be solicited from August, 2006 through February, 2007.

In order to make these contacts, Special Gifts Chairs will be enlisted to provide leadership for the section. These Chairs will enlist the Vice Chairs, who in turn will enlist Ambassadors, building a team large enough to handle communications with the prospects in this section. The Phoenix Fundraising Counsel, Ltd. Campaign Director will carefully select and evaluate the Special Gift Prospects to be solicited through this campaign section. Each parishioner or parish family will receive a written "Hoped for Pledge Proposal" asking them to prayerfully consider a pledge to the campaign. Personal calls will then take place to answer questions and assist parishioners with the pledge process. These contacts will be divided among the entire team of Special Gifts volunteers. It is important to note that the volunteers will not ask for money.

Parish Family Section

The Parish Family Section is a key unit of the campaign. It will include the families not identified in the Special Gifts Section, which will be approximately 1300 families. This section will build the enthusiasm and momentum for the campaign throughout the entire parish membership. Each parishioner or parish family will receive a written "Hoped for Pledge Proposal" asking them to prayerfully consider a pledge to the campaign. The Parish Family Section will be responsible for approximately \$450,000 of the total goal. Members of the Parish Family Section will communicate with volunteers on Commitment Weekend, which is the culmination of the campaign.

Nativity Of Our Lord Parish **Capital Campaign**

The recruiting phase of this section is one of the most critical steps in the campaign. It must be carefully planned and efficiently implemented. Candidates for each of the levels of the Parish Family volunteer organization will be carefully selected on the basis of their ability, involvement in the parish, and interest in the campaign. The selection and enlistment of the right people to serve as Parish Family Chairs is critical to the success of the campaign. The Parish Family Chairs will enlist the Vice Chairs. Vice Chairs will enlist Team Members. Each level of the Parish Family Section will be brought together for a briefing at which the campaign purposes and procedures will be explained carefully.

Information Section

Within the campaign organization, a group of volunteers is needed to assist with distribution of campaign information. This committee will help distribute campaign materials, in a variety of ways, to all parishioners. Volunteers in this section will assist with information mailings, staff special information sessions following Masses, and make telephone calls to respond to questions.

EQUAL SACRIFICE - NOT EQUAL AMOUNTS

In the spirit of the widow in the Gospel who gave from her **substance**, not her **surplus** (Luke 21:4), “fair share giving” requires members to consider equal sacrifices as appropriate Catholic giving. Those who have been blessed and received the most financially will obviously be asked to give the most. Every parish member will be asked to consider a sacrificial gift over five years.

The concept of “sacrificial giving” is the benchmark for considering monetary gifts to a capital campaign, and it is returning to the Lord a significant share of the resources with which we have been blessed to further His work here on earth. It is a matter of conscience what we feel we have the ability to pledge when the time comes.

In sacrificial giving, you are asked to consider your blessings, your obligations, and what you can give in financial support to this project. The success of this campaign is dependent upon the generosity and support of **all** parishioners, regardless of the size of the gifts.

“HOPED FOR PLEDGE PROPOSAL” PRESENTATION

Each member of the parish will receive a “Hoped for Pledge Proposal,” inviting his/her consideration of a pledge range for the capital campaign. The proposal will describe the needs to be addressed through parishioners’ financial pledges.

The hoped for pledge range suggested in the proposal will be based upon the member’s previous time, talent and treasure commitments to the Church. **The hoped for level of pledge suggested in each proposal is confidential. The campaign volunteers will not know what level of pledge is being invited, nor will they know the amount and terms of the member’s actual pledge.** It is our hope that each parishioner will have the opportunity to speak personally with a campaign volunteer whose job will be to answer

Nativity Of Our Lord Parish **Capital Campaign**

any questions about the campaign, not ask about money, and secure a sealed, completed pledge form.

DONOR EDUCATION/CULTIVATION

It will be important to revisit the parish mission and projected usage for the project to be completed. The parish membership continues to grow and change. Everyone has different needs and interests. The education of each member is important.

PARISH INFORMATION AND MOTIVATION

A comprehensive parish information and motivation program will strive to acquaint every household in the parish with the details of the parish's campaign plans. This sharing of information is important since our parish members represent a wide range of interests and readiness for making a pledge to the capital campaign. Stewardship and sacrificial giving are the cornerstones for our efforts.

Each "Hoped for Pledge Proposal" directed to a parishioner will stress the need for every member of the parish to continue to support and to improve his/her contribution to the weekly envelope collection.

Parishioners will be invited to make a pledge to the capital campaign and will be asked to determine a payment schedule, pledge start date and the length of the pledge period. The campaign materials will describe the overall financial needs of the parish and every parishioner's responsibility to support the parish.

Pastor's Letters:

Early in the campaign process a letter from Fr. John, providing general information about the campaign, will be mailed to all parishioners. His messages throughout the campaign will recap the heritage and history of the parish, outline the need for completing the objectives for the campaign and ask that everyone in the parish be prepared to give their time and treasure to accomplish the task at hand.

Pulpit Comments:

Fr. John will discuss the campaign at all Masses on three weekends: once to encourage parishioners to serve as campaign volunteers, a second time regarding Information Weekends, and a third time on Commitment Weekend, encouraging parish members to open their hearts and their homes to the parish volunteers who will call on them.

Campaign Brochure:

A printed brochure explaining the study and research that identified the current needs and the importance of the campaign will be printed and distributed to all parishioners.

Video

A campaign video will be produced describing the needs and importance for building a new campus to be funded by the capital campaign. Copies will be made available for all

Nativity Of Our Lord Parish **Capital Campaign**

parishioners. The video will be viewed at campaign meetings and will be viewed by all parish councils, commissions, committees and other community groups.

Questions and Answers Piece:

A "Questions and Answers" piece that includes the most common questions, concerns, and items of interest will be prepared and distributed to all parish members.

Information Weekends & Small Group Gatherings:

A variety of small group and after church gatherings will be held to give all parishioners an opportunity to learn about the new campus project and the campaign. These information sessions are designed to give people an opportunity to ask questions and hear from those most closely connected to the project.

FINAL THOUGHTS

Successful capital campaigns require time, talent and treasure from each member of the faith community. The campaign period can be an exciting time and a wonderful opportunity for parish strengthening and growth. Working together—and parishioner-to-parishioner—almost any goal can be achieved.