



December 2004

Development Directions

A free resource for pastors, principals, development directors, volunteers and anyone engaged in the ministry of Catholic development.

"CUSTOMER" FRIENDLY

When it comes to development and stewardship efforts over the past ten years in Catholic institutions, there have been some major changes in how we now need to operate. One of the hardest slogans to adopt is, "It is not business as usual." What worked 5-10 years ago may not work today - especially in the area of public relations and understanding what is meant by being "customer friendly?" Indeed, these are foreign words for many, yet in the future, the ability of parish and school leaders to reach out and build relationships and treat people like they were your only "customer," sure will make a huge positive difference.

There is a paradigm shift that continues to take place all across the country. This shift is the gradual realization that if Catholic schools and parishes are going to be successful and attract vibrant resources, then we need to reach out and engage people into the mission, vision and plans for our Catholic institutions. We must view our position as being one of, "How can we best serve you?" This is not only a major shift; it is also an onerous one for some.

Let's ask some questions:

1. How are the phones answered at your parish/school?
2. Are the receptionists cordial and polite?
3. How are visitors greeted as they enter the building? Are there signs that show the way?
4. How do you handle parishioner complaints?
5. How do you handle parent concerns?
6. Do your staff members correspond promptly when asked a question by a parent and/or parishioner?
7. How well do you recognize your parishioners and parents?
8. How "visual" and colorful is your school?
9. How do the buildings and grounds look as people drive by?
10. How are newcomers welcomed? Individually or part of the "herd"?

11. Do you communicate frequently using the "tools in the toolbox"?
 - a. Person to person
 - b. Small group
 - c. Announcements
 - d. Letters
 - e. Telephone
 - f. E-mail
 - g. Web Site
 - h. Newsletters
 - i. Signs and posters
 - j. Etc.
12. Do you make someone feel at home when they enter your facility?
13. When the phone rings, is it an opportunity or just another disruption to a busy day?
14. Are you always searching for a win-win solution for everyone?
15. When someone calls your parish/school, do they get to hear a real live voice?

NEW YEAR'S RESOLUTIONS

Now is the time to get those resolutions together and loudly proclaim that you are going to:

- Get that monthly newsletter out on time;
- Go and visit that new parish family that just moved into the parish;
- Quit sending so many direct mail letters asking for money;
- Be more intent on getting the alumni back on campus rather than sending them an Annual Fund pledge card;
- Get rid of that offensive language like, "Hit 'em up" and "Need to tap 'em" and "Zero in on the money."
- Make sure that next time that capital campaign will invite all people's input in the new Site Master Plan instead of just a few;
- See to it that I attend 1-2 professional workshops on Total Stewardship and/or development over the next year;
- Plan to network with other successful Catholic institutions who are conducting their Total Stewardship and Development in a successful manner;
- Continue to realize that there is a huge difference between "development" and "fund-raising";
- Try not and "nickel and dime" my parents/parishioners too much where it seems like I am always asking for money.

MERRY CHRISTMAS!

HAPPY NEW YEAR!

REGISTRATION IS NOW OPEN

The ISPD Development School

Meet us in NEW ORLEANS During Mardi Gras!

"Where true development believers and beginners meet"

FEBRUARY 1-4, 2005

\$90 per course / \$375 Full Session * **Save \$50 with Early Bird Registration**

The ISPD Development School is a 1 evening/3 day conference offering 25 hours of professional growth in Catholic development. The School consists of 25 courses and two major presentations, with a number of individual opportunities for attendees to interact with each other and with the presenters. Beginning on Tuesday evening and concluding Friday afternoon, attendees will be able to take courses, attend large group presentations, and work with four other people on a team to create solutions to a challenge presented to them. There are opportunities for "park bench" sessions with presenters, receiving relevant up-to-date course packets, joining conference attendees for a networking luncheon, sharing a glass of "spirits" at the ISPD Happy Hour, and much more.

The Development School is designed for pastors, presidents, principals, development directors, teachers, parish council members, parish leaders, board members, diocesan leaders, administrators, and other Catholic leaders.

Plan now to attend or spend the next year wishing you had!

- [Register online or Call ISPD at 800-299-2393](#)

SPRING 2005 WORKSHOPS

Dynamic presenters share proven strategies and discuss development issues during one and two day seminars. These workshops are conveniently held across the country at an affordable price of \$49- \$99 We hope you'll join us soon!

Topics Include: Attracting New Students ** Total Stewardship ** Strategic Plan for Development ** Long-Range Planning ** Annual Fund

Tentative Locations: New Orleans * Toledo * Orlando * Chicago * San Francisco

Exact Dates are pending

- [Check Here for Details](#)

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Please feel free to forward this newsletter to anyone you think could benefit from this information. If there are any topics you would like to see covered in a future newsletter, please contact us.

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