



December 2005

Development Directions

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

PLANNING THE FUTURE OF YOUR CATHOLIC INSTITUTION IN 2006

"Without vision, we perish."

"If you always do what you've always done, you will always get what you've always gotten."

There are many types of planning processes that Catholic institutions are presented with – from their diocesan or Catholic school office, from the state in which they reside, from regional or national agencies, and even from some consulting firms. Some take the form of evaluations and accreditations; others take the form of five year planning efforts; and others are launched because parish and/or school leaders want to build a stronger vision and plan for the future. Oftentimes, the latter effort produces the best results, because it is not mandated, and it usually grows out of a desire to improve.

"The solutions that you used to get you to where you are today, will not be the same solutions that will get you to where you want to be tomorrow."

"I plan to spend the rest of my life in the future, so I want to be reasonably sure of what kind of future it's going to be. That is my reason for planning."

"Insanity is doing the same thing over and over again and expecting the results to be different."

All of these above quotes call to mind the importance of planning for any Catholic institution. Here at ISPD, we believe so strongly in improving and having a clear vision and plan for the future, that years ago we created three different planning processes – one for a Catholic parish, one for a Catholic school, and one just for the development efforts of a parish and/or school. We also believe that there is a choice on how a Catholic institution goes about planning for the future. Do you want to approach planning from a development stance or from a "let's get it done" stance? Is your planning effort going to involve just the leadership of your parish and/or school, or is it going to reach out and invite 2nd, 3rd and 4th ripple people? Are you going to seek input from those with whom you feel comfortable or are you going to invite those with various views and opinions to come to the table?

These are all valid questions, and you can tell from the way these questions are worded, what we believe here at ISPD. A planning effort needs to invite and engage

people. If you are creating a long-range plan to advance your parish, then why not invite all parishioners – at some stage in the process – to give their input and ideas? If you are planning the future of your Catholic high school, why limit your input to parents, board, faculty and staff, and alumni? Why not invite leaders from other schools? Why not invite experts in the fields of technology, academics, athletics, student life, finance, development, administration, and buildings and grounds? On the parish level, why limit your planning to only those people who make up your parish roster? ***This is planning done from a development stance: inviting and engaging people to become part of your future.***

Will they come and help you? This is a question we hear all over the country, and the answer is YES! People want to help, even if they do not “belong” to your parish and/or school. Catholic institutions can be the recipients of much wisdom if we will open up our doors and invite people inside. Four keys before you invite someone:

1. Know why you are launching the planning process.
2. Make sure there is objectivity built into the process.
3. Make sure there is an outline that shows anyone how you will move forward.
4. Make sure you are prepared to hear and respect what others have to say – even if it is different from your own.

2006 is here! Why not make a commitment to planning the future of your Catholic parish and/or school for the next 1–3–5 years and beyond? This is a new year; a wonderful time to move ahead and put together a plan that is dynamic, visionary, and positive. Why be reactive when you can be proactive? The basic steps are not that difficult:

1. Assessment
2. Establishment of steering group
3. Research
4. Grass roots input
5. SWOT (strengths, weaknesses, opportunities, and threats) analysis
6. Mission and Vision
7. Planning Areas
8. Articulation of key challenges
9. Invitation to many to help solve the challenges
10. Prioritization
11. Final Plan
12. Implementation

2006 could be the year that your Catholic parish and/or school decides to plan the future for many future generations of families. We applaud you for thinking in that direction.

DEVELOPMENT SPOTLIGHT

ST. DENIS PARISH of Hopewell Junction, NY

Archdiocese of New York

Submitted by Bernard DuMond, Senior Associate

At first glance, St. Denis Parish seems to resemble an ideal Catholic community – suburban setting, new facilities, financial stability and a growing number of registered families.

However, in 2003, parish leaders took a bold step to involve and engage people in a more meaningful way. Following attendance at ISPD's Development School, Fr. Bill Cosgrove, pastor of St. Denis Parish, received enthusiastic approval to formally begin a parish development effort. With vigor and determination, Fr. Bill personally took to the task of advocating the need for the creation of a collaborative parish vision. Soon he had enlisted the support of the Development Core Team and the process was off and running. (Fr. Bill often compares this to Jesus recruiting the 12 disciples).

Following the assessment phase, the Long-Range Advancement Plan (LRAP) was completed in December of 2003, having conducted a successful parish-wide Convocation, where the priorities of the parish were further solidified. In 2004, with hundreds of families involved, the implementation of the LRAP was intimated with six new Commissions addressing the top needs of the parish.

As they continue the implementation of the LRAP today, the parish is thriving with new ministries, people and processes. Numerous successes include:

- Visionary Leader – Fr. Bill
- Commissions serving as “parish ministry management teams”
- Commissions have conducted the Ministry Assessment Process.
- Total Stewardship Process is in place: Prayer, Offering and Ministry.
- Ministry involvement has increased in all areas.
- Commissions are a mechanism for input, growth and change.
- Ideas and concerns are formally addressed.
- Quality communication – paper, electronic and people efforts
- Parish staff involvement
- Parish Council actively engaged
- A sense of hope

The future is indeed bright at St. Denis - a true development success story!

Let's Work Together to Help Others

There are hundreds of people across the country who have e-mailed or called ISPD wanting to know what they can do to help those in need from Hurricane Katrina and Hurricane Rita. You have already given to special collections at your church, or to the Red Cross or to Catholic Charities, plus other key organizations. Many are now asking ISPD to identify churches, schools and people they can directly help.

In response, we have established a section on our website at www.ISPD.com called

Please make sure all checks are made out to the Catholic institution - and not to ISPD. At this time, money is needed the most by these churches and schools.

ISPD will assure that all contributions are personally delivered to the specific churches and schools that are posted on our website. Please check our website regularly for additional institutions, and their situations. We thank you in advance for your generous gifts and prayers for these Catholic institutions that so desperately need your help.

REGISTRATION IS NOW OPEN

The ISPD Development School in New Orleans

"Where true development believers and beginners meet."

FEBRUARY 20-22, 2006

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

With all that has been going on in the New Orleans area in the aftermath of Hurricane Katrina, several weeks ago we at ISPD were faced with making a key decision about our annual Development School on February 20–22, 2006. Should we move forward and have it here or would it be best to change cities and move it away from New Orleans just for this year? **After much discussion, we made the decision to host the ISPD Development School here in our city.** It will be held at the Wyndham Hotel on Canal Street, and all of the information can be found on our website at www.ispd.com. You can also register there.

We invite you to come and "rub shoulders" with other Catholic leaders from across the country as we discuss many topics about development, fund-raising, marketing, stewardship, and people involvement. (The many topics we plan to teach and discuss are on our website). **We also invite you to come and be part of an historic process: the rebuilding and rejuvenation of the city of New Orleans.** We are back up and running; the downtown area has made a tremendous comeback; 80% of all our restaurants will be open by January 2006; Mardi Gras parades will be taking place the week of our conference; the French Quarter area is open and safe.

We hope you will join us. As a New Orleans area company, we feel it is important to do our small part in throwing support to a wonderful city who has taken a blow from a deadly hurricane. We are on the mend, and life is returning to normal. We are rebuilding our homes and our neighborhoods, and true New Orleanians are returning to their city. Our Catholic churches and schools are re-opening, and there is a sense of hope and promise that was not here three months ago. Come on down and share three or more days with us. As always, we will give you a wonderful New Orleans welcome! Stay and enjoy a Mardi Gras parade, and above all, share your ideas and learn from others as we all continue to build our Catholic schools and parishes for the future.

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

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

SPRING 2006 WORKSHOPS

Dynamic presenters share proven strategies and discuss development issues during one and two day seminars for Catholic parishes and schools. These workshops are conveniently held across the country at an affordable price of \$49-\$149 We hope you'll join us soon!

Topics Include: ** Strategic Plan for Development for Parishes & Schools **

- ** Total Stewardship ** Annual Funds & Capital Campaigns **
- ** Charge Up Your Development Battery! **

Scheduled Locations: ** Atlantic City, NJ ** Cincinnati, OH ** Denver, CO **

- ** Houston, TX ** Las Vegas, NV ** Louisville, KY ** Miami, FL **
- ** Nashville, TN ** New Orleans, LA ** Pittsburgh, PA **
- ** San Francisco, CA ** Sante Fe, NM **

- [Check Here for Details](#)

ISPD - Bringing people, process and ministry together to build the Kingdom of God

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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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