



December 2006

Development Directions

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

"The Catholic Development Professional" Part IV Setting and Predicting the Trends

This is the fourth installment of a four-part series. If you did not receive our previous newsletters, please visit our website at www.ISPD.com where you can find archived newsletters in the Library of our Resource Center.

Major Trends in Catholic Development

Many Catholic development professionals who have been working in this field for longer than 6-8 years oftentimes come to the point in their career where they stand poised to not only predict future trends but also to establish them. Many development officers look beyond just their work at their institution and become interested at what is happening at the diocesan, regional, state and national levels. They speak at NCEA, NCDC, the International Stewardship Conference, and their own diocesan and Catholic area conferences. They are instrumental in forming Catholic Development Director Associations and other networking systems in order to share their expertise and knowledge.

At ISPD we often discuss at our staff meetings the trends we have been part of over the past 18 years. Some of these are listed below, and there are also some trends we have outlined that we would like to see happen.

1. We would like to see better understanding of what Catholic Development is and what Catholic Development is not.
 - o A common language
 - o Understanding of the 7 I Process
 - o More groups kept educated on a consistent basis

- Administration
- Parish Staff
- Ministry leaders
- Faculty/Staff
- Students
- Parish Council
- Parent leaders
- Boards
- Parishioners
- Alumni leaders

2. We are seeing better Catholic Development infrastructure models.
 - Pastor – Core Team – Development Director
 - Parish Advancement (or Involvement) Office
 - President-Principal Structure
 - Office of Institutional Advancement
 - Principal/Vice-Principal Structure
 - Vice-Principal of Academics
 - Vice-Principal of Student Life
 - Vice-Principal of Development
 - Vice-Principal of Athletics

3. We are seeing more restructuring of the Development Office.
 - Multiple positions (full time, part-time and volunteer)
 - Public Relations/Marketing/Enrollment
 - Publications
 - Alumni
 - Annual Fund
 - Major Gifts and Planned Giving
 - Fund-Raising Activities/Special Events
 - Administrative Assistant
 - Grantwriting
 - Stewardship

4. We would like to see parishes and schools collaborate more in their development efforts.

5. We would like to see more emphasis on Development as an integral way to build the Kingdom of God and less on Development as a way to raise money.

6. We would like to see more emphasis on quality and "customer service" throughout all Catholic institutions.

7. We are seeing much more emphasis being placed on developing personal relationships with those people who can make a difference.

8. We are seeing a bit more emphasis (although not enough) on one-on-one visitation.
9. We are seeing more “voucher-type” programs that can help Catholic families.
10. We are seeing more pastors and principals becoming more knowledgeable of development and not seeing it as a threat to Sunday collections and the school's Easter Bunny Rabbit Sale.
11. We are seeing more *Vision* talk rather than just *Mission* talk.
12. We are seeing more and more schools/parishes doing a capital campaign every 7-10 years as a way to challenge and also engage their constituency.
13. We are seeing more parishes/schools developing long-range strategic plans through the invitation and involvement of hundreds of people, thereby building stronger ownership of the institution.
14. We would like to see much more understanding of the value of increasing not just the dollar base but also the people base of the Annual Fund – for the parish and the school. Instead of, “How much money did you raise?” Why not: “How many people did you engage and how many did you retain from the previous year?”
15. We are seeing much more use of the Internet for:
 - o Communication
 - o Parishioner registration
 - o Donor research
 - o On-line giving
 - o Public Relations and Marketing
 - o Enrollment
 - o Alumni input
 - o Fund-raising
16. We are seeing more use of professional telemarketing services.
17. We are seeing more sophisticated software being used in development offices.
18. We are seeing school/parish administrators and development officers looking to become better educated, motivated and challenged in the field of Catholic Development.
19. We are seeing a slight bit more emphasis on Planned Giving opportunities.
20. We are seeing much more laity-driven development efforts.
 - o Long-Range Planning
 - o Development Core Teams
 - o Strategic Plans
 - o Vision

21. We are seeing more interest in how to generate 7 and 8 figure endowments.
22. We are seeing more collaborative development and long-range plans created among inner-city Catholic parishes/schools.
23. We would like to see greater understanding by Catholic parish/school leaders of Change Process and the impact of change on Catholic schools.
24. We would like to see more creative ways to fund Catholic parish/school development efforts other than just paying for everything out of the operational budget.
 - o Underwritten by a donor or donors
 - o Percentage of Annual Fund designated to continuation of development efforts
 - o Grants specifically "earmarked" for development
 - o Fund-raising efforts help fuel the expenses
 - o Funding from more affluent parishes/schools
 - o School and business partnerships
25. We would like to see greater knowledge by Catholic parish/school leaders of the "science" of development -- the processes that make this all work.
 - o Long Range Planning
 - o Open House
 - o Annual Fund
 - o Student Enrollment
 - o Planned Giving
 - o Student Recruitment
 - o New parishioner welcome
 - o Image Building
 - o Staffing the Development Efforts
 - o Capital Campaign
 - o Grant Writing
 - o Invitation and Involvement of People
 - o Endowment Growth
 - o Strategic Plan for Development
 - o Total Stewardship

Writing the "Year End Letter"

Now is the time to get the "year end letter" out to key donors and friends of your Catholic institution. We have included a sample letter for you to use.

The "Year End Letter"

Date

Dear (Name):

As we move from the Thanksgiving Holidays into the Season of Advent, all of us here at (name of institution) have so much for which to be thankful. We have been blessed with such wonderful families who have supported us through the years; our programs (organizations/activities/ministries) are wide and varied and serve many people; (name 2-3 other assets or impressive areas of the parish/school plus add the next one, if applicable); our planning processes continue to invite and involve many people to shape the future for (name of institution); and, the list goes on and on.

Despite all of our blessings, we still have much to do. As Archbishop Oscar Romero once said, "We plant seeds that one day will grow. We water seeds already planted, knowing that they hold future promise. We lay foundations that will need further development." Our journey continues.

As the end of the year approaches, there are some of our families who always want to know what they can financially do for (name of institution) so that we can continue to "lay foundations." I do invite you to consider a year-end gift to your parish/school. This type of gift may have tax advantages for you; it may be that you need to make your charitable contributions for 2006, or you just may want to financially give back more than you have in the past – as your gift to (name of institution). Whatever the reason, we would like to offer this opportunity by providing a return envelope and extending this invitation to you. We plan to use year-end gifts to (state 2-3 positive, agreeable items where you would plan on using some of the money).

Thank you for considering (name of institution) in your year-end thoughts and plans.

Yours in Christ,

Pastor/Principal/President

P.S. (Name of person/people), I look forward to personally wishing you a most joyous Holiday Season. Thank you for considering my invitation.

- [Download a Template of this Year End Letter](#)

MERRY CHRISTMAS & HAPPY NEW YEAR!

All of us here at the Institution of School and Parish Development wish you and your family a Happy, Blessed and Joyous Holiday Season.

The ISPD office in New Orleans will be closed from Friday, December 22, 2006 through Monday, January 1, 2007 so that all ISPD employees and associates can enjoy the holidays with their families. We will re-open on Tuesday, January 2, 2007.

SPRING 2007 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 \$69-\$250 .

We hope you'll join us soon!

Topics Include:

- ** Catholic School Enrollment Solutions **
- ** Capital Campaigns **
- ** Charge Up Your Development Battery! **
- ** Become a More Welcoming, Engaging & Affirming Catholic Parish **
- ** Best First Steps to Take in Beginning Your Catholic Development Efforts **

Tentative Locations:

- ** Chicago ** Cleveland ** Denver ** Houston ** Indianapolis **
- ** Milwaukee ** Minneapolis ** Nashville ** New Orleans ** Philadelphia **
- ** Tampa ** Washington, DC **

Register now for Workshop January 16-17 in Chicago

- [Check Here for Workshop Details](#)

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Visit our web site for free resources and valuable information. The Institute of School and Parish Development (ISPD) is a national, Catholic development consulting firm created to serve Catholic schools, parishes and dioceses in the areas of planning, marketing, fund-raising, and resource development.

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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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