



February 2005

## ***Development Directions***

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

### [www.Catholic.org](http://www.Catholic.org) Announces New Channel on Website

Scheduled to be introduced on 2/02/05, Catholic Online, the largest Catholic web site in the world, will be introducing a new channel entitled "Parish and School Development and Stewardship Resource Center." This new featured channel will provide informative and consultative advice and "how to" information for pastors, principals, development and stewardship directors, as well as other parish and school leaders in the area of Total Stewardship and Catholic School Development.

Sponsored by Catholic Online and written by Frank Donaldson, president of ISPD, the Resource Center will feature articles on successful programs and case studies from Catholic parishes and schools that have embraced Total Stewardship and Development as a way of life within their community. Each month a series of articles will be available to all those working in the field of Total Stewardship and Development to better understand the long term importance of a continued Total Stewardship process as well as the essential need for Development activities within our Catholic schools.

Listed here are the goals for the Resource Center:

- To serve as a resource center of information and education for Catholic parishes and schools on the topics of Development and Total Stewardship
- To help establish a universal understanding of the meaning of Development and Total Stewardship
- To educate parish and school leaders on successful Development and Total Stewardship processes and methodology
- To develop a Question & Answer component so as to facilitate an open forum on topics dealing with Development and Total Stewardship
- To refer and recommend numerous resources for parish and school Development and Total Stewardship offices
- To serve as a key resource for parish and school leaders so that the state and quality of our Catholic institutions continue to flourish

In addition, the Resource Center will feature specific topics each month. Some of the ones we will highlight and offer "how to" steps on will be:

- Understanding Total Stewardship
- Setting up the Correct Infrastructure for Development/Total Stewardship
- Annual Fund Drives
- New Parishioner Welcome
- Attracting New Students
- Financial Leaders: How to Identify and Nurture
- Implementation of a Total Stewardship Process
- Understanding Catholic Development
- Planned Giving
- Endowment Campaigns
- Capital Campaign Readiness
- Long-Range Planning for Parishes
- Long-Range Planning for Catholic Schools
- Grant Writing
- Setting up a Development/Stewardship Office
- Hiring a Development and Stewardship Director
- Gathering Input through Surveys
- Conducting Input Sessions
- Assembling a Core Team to Guide the Efforts
- Major Gift Receptions
- Inviting and Involving Alumni
- Engaging People into the Life of the Parish
- Total Quality and Its Place in Catholic Institutions
- Writing for the Development Effort
- The Experienced Development/Stewardship Director
- Organizational Change
- Understanding the Culture of Your Parish
- Small Group facilitation
- Introducing Total Stewardship into Your Parish
- The Role of the Staff in Development and Stewardship Efforts
- Development vs. Fund-raising
- Plus many more

Catholic Online reaches a highly targeted audience of over 200,000 Catholic users per day and up to 10 million page impressions per day and 50M hits. Visitors come from over 120 countries around the world. Hundreds of thousands of users take advantage of free email accounts and access COL every day.

Here at ISPD, we are excited to be able to bring the latest ideas, innovations, and processes to a world wide audience. We look forward to our relationship and partnership with Catholic Online.

- [Link to Catholic.org](http://Catholic.org)

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# EFFECTIVE vs. INEFFECTIVE CAPITAL CAMPAIGNS

After 15 years of working with Catholic parish and school capital campaigns throughout the country, ISPD recently evaluated the differences between effective campaigns and ineffective campaigns. Using a cross section of 22 campaigns over the past three years, the points listed below proved consistent. As a learning tool, this chart can be used to forewarn as well as remind.

- [Download Campaign Chart](#)

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## DEVELOPMENT SPOTLIGHT OUR LADY OF LOURDES PARISH CONTINUES PHONE OUTREACH MINISTRY

Our Lady of Lourdes Parish in Slidell, Louisiana began their Total Stewardship efforts close to three years ago. As with many Catholic parishes who follow the ISPD philosophy and methodology, Our Lady of Lourdes spent the first 12 - 18 months working on the following:

- Establishing the Steering Committee (Core Team)
- Educating all parishioners on the meaning of Total Stewardship and Development
- Assessing what had been working well and what needed improvement in the areas of Total Stewardship and Development
- Conducting parish-wide Input Sessions
- Conducting a parish-wide survey
- Identifying the Challenges the parish faces
- Hosting a Town Hall meeting in which all parishioners were invited to come and help solve the challenges
- Addressing the main Challenges that surfaced
- Inviting all parishioners to participate in the Invitation to Total Stewardship of Prayer, Ministry and Finance

As the parish moved into the second year of the process, the Steering Committee realized a lot of people had gotten involved, but they needed to reach those many parish families who were not in the pews on the weekends - the more than 60% of Catholics who are either uninvolved or actively disengaged.

Recruiting over 75 "stewards" from throughout the parish, the Steering Committee began what is now called the Phone Outreach Ministry. They installed 7 permanent lines in the Parish Life Center, and five nights per week (Sunday thru Thursday) members of this ministry call the parishioners of Our Lady of Lourdes. 95% of the time, the phone call has nothing to do with money. The callers are simply getting in touch with parishioners and updating the database, gathering e-mail addresses, inviting parish families to attend the parish picnic, asking if there is anything the parish can do for them and their family. Above all, it is truly outreach.

Three times a year each family is called! Yes, it is a responsibility; yes, it is time consuming; yes, it takes commitment. However, they have found that this is the very best way to reach out and say hello and welcome people to the faith community of Our Lady of Lourdes Parish.

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# 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 \* San Diego \* Kansas City \* Detroit \* Trenton \* Erie \* Los Angeles \* NYC \* Boston

Exact Dates are pending.

- [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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