



January 2005

## *Development Directions*

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

### **The ISPD Development School**

**Last Week to SAVE \$50 with Early Bird Registration**

**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

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](#)

\*\*\*\*\*

## PLEASE THINK BEFORE ASKING FOR MONEY

For many people, the word development means the same thing as fund-raising. One of the main themes of our workshops and on-site consulting is to stress that fund-raising is a valuable component under development, but there is so much more to Catholic Development than raising money. Yet, it is no wonder that some folks are confused about it all.

Any newcomer to this profession is encouraged to attend fund-raising workshops and seminars, and at every turn of the road, many people are always asking, "How much money did you raise?" Sometimes this can all be very misleading. One fact remains clear: The success of your Catholic development efforts depends heavily on the meaningful involvement of people and the successful development of processes that fulfill and promote the mission and vision and values of your Catholic institution. Raising funds to carry out your mission and vision is all part of the total development and marketing picture.

As you move into 2005, and continue to invite donors to participate in your Annual Fund or seek major gifts for a capital campaign, there are many things to consider. Let's use this scenario. Suppose that you had the ability to give your parish elementary school a check for \$1,000. Now, before you sign that check over, think of what questions you would ask and see if they match the ones below:

1. In what ways has the school communicated?
2. Do I feel like I belong at that school?
3. What is the mission of the school?
4. Am I being asked to give to a sinking ship?
5. What will this money be used for?
6. Will I be asked again next year or in a few months?
7. How will my gift be acknowledged and appreciated?
8. Does the school have a long-range plan in place for the future?
9. Is there a vision for the future?
10. Is the leadership solid or is it always changing?
11. What are other people giving?
12. Is this money going to be used to balance the budget?
13. Is this tax deductible?
14. Does the school ask me to become involved or do they just want my money?
15. Is the school operating from a position of strength and a string of successes?
16. What will I get out of this gift?

When it comes to inviting money, some of the best Catholic development professionals make it a point to make sure they position the invitation from a win-win situation. By asking yourself the above 16 questions, this should serve as a checklist for success. In other words, it helps to think like the donor, and when you do, you realize that fund-raising is only part of the total development picture.

\*\*\*\*\*

## **DEVELOPMENT SPOTLIGHT**

### **ST. GERTRUDE PARISH: WRAPPING UP 5 YEARS OF WORK**

With the end of 2004, came the closure to a wonderful relationship between ISPD and St. Gertrude Parish in Madeira, Ohio. Over the past five years, we have had the pleasure of working with Father Ken Letoile (pastor), Sister Maria Christi (former principal), and Caroline Melson (development and stewardship director). What wonderful people!

Father Ken called the ISPD office in 1999 on a whim and a prayer. He was getting ready to launch a capital campaign, had interviewed 3-4 consulting firms, and was about to select one, when he ran across Father Terry Smith at St. Columban Parish in Loveland, Ohio. ISPD had worked with Father Terry, and he was aware of our development approach instead of just "going after the money." In fact, Father Terry's Campaign had gone over its projected goal using the ISPD philosophy.

The conversation with Father Ken was an exciting one - exciting because here was a pastor who was willing to listen to something other than fund-raising jargon. He bought into and believed in engaging people; he understood that everything we do in Catholic development is all about Building the Kingdom; he was willing not to rush just to build; he knew that he was planning a future for the next 25 years; he was receptive to building teams and creating a dynamic vision that had little to do with money and a lot to do with people. After the conversation, we made a presentation, and the rest - as they say - is history.

We guided the parish through a long-range advancement plan; we facilitated the school's long-range strategic plan; we helped set up the development and stewardship office and helped create the written plan to make that office work; and, much of this all led to a successful capital campaign that generated over \$9.0 million - way over their goal.

Today, the folks at St. Gertrude stand solid in their understanding of Catholic development and how it works. They are positioned well for the next 5-10 years, and they have developed many, many leaders who understand this world of development. We are proud to have had the opportunity to work with such dynamic people. Their success has been our mission.

\*\*\*\*\*

## **COMMUNICATING WHAT YOU ARE DOING**

One of the biggest complaints we hear in our workshops, from development and stewardship directors, is usually expressed this way: "Very few people know what is going on in development, and honestly, I wish they would care more than they do."

We really don't know about the second part of that complaint, because most everyone working in Catholic parishes and schools does care on some level. And, if you can solve the first part, the second part probably will go away.

Key question: What are you doing to let people know what is going on with the development efforts at your school/parish?

Development and Stewardship offices are still a mystery to many people. As we stated above, most look upon all of this as fund-raising, and it is difficult to explain to

folks because they already have these preconceived notions of what it is and what it is not. Therefore, it is important to communicate!

Two suggestions that seem to be working well:

1. Invite, one at a time, each parish staff member or faculty/staff member, to come and have lunch with you so you can find out what that person is doing in her/his area, and that person can find out what you are doing in development. These informal luncheons can go far in building relationships and tearing down the barriers that sometimes can exist.
2. Create a monthly Development Update Bulletin that highlights what you are doing. Fill the piece with a lot of visuals and white space and make sure that you personally hand out as many copies as possible, rather than just putting them into mailboxes. This can be created in Microsoft Word or Publisher, and you can simply run it off in house. At the end of the year, these Update Bulletins provide an excellent chronicle of the entire year - one that can be filed away in a binder that will say, "Development 2005."

One of the biggest challenges in development is communicating to those "internal publics" on what you are doing. One of the best motivational speakers in the country, Rich DeVos, in speaking at the national convention of Junior Achievers, once said, "Before you get ready to go out and straighten up the world, have you learned how to clean up your own room?" Enough said. We need to make sure that the staff members with whom we work feel good about what development is doing for them. We have to take that lead; we have to be the ones to deliver those messages - and it begins in house.

\*\*\*\*\*

## 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

Exact Dates are pending.

- [Check Here for Details](#)

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

E-mail: [ispd@bellsouth.net](mailto:ispd@bellsouth.net)  
Toll Free: (800) 299-2393  
Website: <http://www.ispd.com>

**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.**

@Copyright 2005

ISPD: Institute of School and Parish Development, Inc.

This document or any portion thereof may not be reproduced in any format whatsoever without the written, expressed consent of the Institute of School and Parish Development.