



January 2006

Development Directions

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

“POSITIVE PEOPLE RECEPTION”

Over the past seventeen years of working with Catholic institutions, ISPD has had the opportunity to work with over 5,000 Catholic parishes and schools and develop long term relationships with over 325 clients, coast to coast. Toward the end of December 2005, the entire staff of ISPD took a couple of days to reflect on our ministry, look at ways we can improve and also affirm what we feel is working well. Throughout all of our discussions, we seemed to always come back to the theme that separates this company from many others: ***We believe that the key to long-term success for a parish and/or a school lies in inviting, involving and engaging people.***

Most Catholic institutions need many things: money, endowments, facilities, equipment, personnel, supplies, and the list goes on and on. Many Catholic parishes and schools have established themselves as leaders in the field of development, stewardship and “people engagement.” These institutions are amazing to watch, evaluate and assess. They get it. Period. Their entire approach is built around “people receptiveness.” We continue to have the pleasure of observing and working with many of these Catholic leaders every day of our ministry.

New ideas are solicited and welcomed. People feel appreciated. When there is disagreement, it is met with open and objective dialogue, and sometimes the belief that it is quite alright “to agree to disagree.” Personal relationships stay in tact and life moves on. There is a culture that is accepting and affirming, and there are no “back room deals” and very few “guarded kingdoms.” The environment that has been established – usually by the leaders of the parish and/or the school – is welcoming, open and upfront. Passive aggressive behavior is a thing of the past, and communication is wide-open, with people not afraid to voice their opinion and/or ideas – all done in a respectful manner.

Through the years, ISPD continues to develop surveys, questionnaires and internal tests for Catholic leaders to take – mainly for self-evaluation. In accord with the above statements, this month we are pleased to introduce our TFS Test on “Positive People Reception.” We invite you to take it and then discuss the results with leaders of your parish and/or school. We hope it will serve as a catalyst for positive change.

“POSITIVE PEOPLE RECEPTION”: EVALUATING THE EFFECTIVENESS IN YOUR CATHOLIC INSTITUTION

True-False-Somewhat Test (TFS Test)

Please write **T** if the statement is **True**, **F** if the statement is **False**, and **S** if the statement is neither all **True** nor all **False**. In other words, it is **somewhat true** and **somewhat false**, write **S**. Please write **NA** for **not applicable**.

Assessment Area # 1: Principles

1. ___ Even though you may not have a formal effort, you do recognize the need for public relations and "positive people reception" in your Catholic institution.
2. ___ Your leaders are willing to listen to new ideas, new concepts, and new dreams -- and then act on them.
3. ___ Your leaders are not threatened by "new" people and the positive impact that they could have on your Catholic institution.
4. ___ Your Catholic institution has taken a strong stand **against** the following statement: "But we've always done it that way."
5. ___ Your leaders understand the statement: "If you always approach a problem or situation the same way, you'll always end up in the same place."
6. ___ Your public relations and "positive people reception" effort is making progress year-to-year and the yardstick of measurement is the following:
 - o Involvement of people
 - o New approaches to old problems and situations
 - o Creativity
 - o Further understanding of the marketplace
 - o Consistent evaluation and improvement
7. ___ You are always looking to involve people from a Win-Win position by answering the question: "What's in it for them?"
8. ___ Your public relations and "positive people reception" effort is done just as much person-to-person and in small groups rather than just on paper and through direct mail.

Assessment Area # 2: Organization and Structure

1. ___ You know the various "publics" who make up your institution and how to reach out to them.
2. ___ Your database is up-to-date.
3. ___ The leaders involved in public relations and "positive people reception" have attended one or more professional workshops in order to receive proper training in this field.
4. ___ You have begun to build a library of professional reading materials on image building and public relations.
5. ___ You have adequate "office space" and the necessary "tools of the trade" to move this effort forward such as:
 - o Person in charge
 - o Hardware and software
 - o Telephone
 - o Website
 - o Fax
 - o Filing space and cabinets
 - o Access to good copy machine
 - o A budget
 - o Work space
 - o Good volunteer help
 - o Good location of the office
6. ___ You have looked for ways to collaborate with other Catholic institutions in your area.
7. ___ You have conducted key attitude/image/interest surveys with many of your constituents.
8. ___ There is a public relations calendar of events that everyone is aware of and

contributes to throughout the year.

Assessment Area # 3: Internal Marketing

1. ___ The staff and other leaders understand the public relations and "positive people reception" effort and support it.
2. ___ You have in-serviced and educated key internal publics.
3. ___ There is some kind of regular communication to all internal publics in regards to what is happening with the public relations and "positive people reception" effort.
4. ___ Your parish and school leaders (the messengers) clearly understand the mission and the message of your Catholic institution and speak about it in a positive manner.
5. ___ Your leaders understand the institution's history, heritage, and unique qualities.

Assessment Area # 4: Public Relations

1. ___ The person who answers the phone is polite, cordial and treats calls with utmost courtesy.
2. ___ Receptionists have been trained on how to answer the phone and what to say and what not to say.
3. ___ Your institution does send news releases to area newspapers on a regular basis.
4. ___ You have built good relationships with media personnel throughout your market.
5. ___ Visitors are welcomed with politeness.
6. ___ You know your neighbors and have made every effort to be on good terms with them.
7. ___ The day-to-day needs of parishioners, parents, alumni, faculty and students are handled with care and concern by the receptionist(s).
8. ___ Parish and school leaders see themselves as public relations ambassadors.
9. ___ The bulletin boards and any signs are decorated with positive messages that reflect the message: "Welcome!"
10. ___ The administration (pastor, principal, president, board members, etc.) projects a positive image -- one that shows willingness to have time for others.
11. ___ People are recognized for achievement and accomplishment.
12. ___ The grounds are clean; the grass is cut, and your Catholic institution projects a clean-cut image.
13. ___ Parish and school leaders reflect a professional image by the way they dress, speak and appear.

Assessment Area # 5: Publications/Communications

1. ___ Your institution has a clear logo or visual image that is recognized and accepted by all.
2. ___ There is one person that "clears" all publications leaving the parish and/or the school.
3. ___ You have clearly identified those 1-15 words that clearly describe your institution and what you are all about.
4. ___ The image your publications are projecting is the type of image you want to project.
5. ___ You have an excellent website that is informative, inviting and interactive.
6. ___ You have involved professional expertise to help with your publications and communications.
7. ___ You do have many ways in place for potential parish families, students and parents to come on your campus for activities.
8. ___ You have been able to communicate the fact that your Catholic institution has unique qualities and is here to stay.
9. ___ You are putting a formal publication process in place:
 - o Pocket folder
 - o Profile Sheet
 - o "All Publics" newsletter (The Quarterly)
 - o Welcome brochure
 - o Welcome letter
10. ___ You have a quarterly "all publics" newsletter in place.

Assessment Area # 6: Accounting and Appreciation of Gifts

1. ___ You have an organized acknowledgement plan in place to receive gifts into your Catholic institution.
2. ___ You publish an Annual Report each year and make weekly and/or monthly statements about the financial status of your Catholic institution.
3. ___ You immediately thank those who give you gifts.
4. ___ You have an appreciation program in place.
5. ___ Your leaders are gracious and show much appreciation for any gifts that come into your Catholic institution.
6. ___ There is a personal outreach by the administration to your financial leaders.
7. ___ People who give to your Catholic institution feel so good about the way they are treated that they plan to keep on giving for a lifetime.

NOTE:

- It is best to:
 - o take the TFS Test as a small group or committee, or
 - o have 5-10 people take it individually, then
 - o get together to compare answers and discuss.
- It is not best to:
 - o have one person (pastor, principal, development director, staff, board, PR director) take the TFS Test and only use that as the basis for assessment.

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 by 2/01/06

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 ** Chicago, IL ** Cincinnati, OH **

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

- [Check Here for Details](#)

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

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