



June 2007

Development Directions

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

"ISPD Begins 19th Year as National, Catholic Consulting Firm"

By Frank Donaldson, President

This June 2007 begins our 19th year as a Catholic consulting company. It is hard to believe that after one more year, we'll be celebrating our 20th year anniversary. In looking back on the path we have traveled, I can honestly say it has been quite a journey with well over 4,000,000 miles of domestic air travel as a company. From Miami to Detroit and from Los Angeles to Newark, we have seen major changes in Catholic Development and Total Stewardship over these 18 years. We would like to believe that ISPD has been part of positive change.

Since the beginning year, we have held to our strong belief that *development, advancement, stewardship*, or whatever name we call it, is all about engaging and involving people in a meaningful way. How can we advance, how can we develop, how can we invite the many gifts a steward can offer, unless we invite and involve that person to be part of an active and vibrant faith community? For some reason, it is a difficult concept to teach, because even today, people think it is only about raising money. Some of the statements we hear over and over again are:

- "Hire a development director so we can get some money in here."
- "Add another fund-raiser so we can balance the budget."
- "Start a capital campaign so we can begin an endowment."
- "How many dollars did the Annual Fund bring in?"
- "They've got plenty of money; they should fund this whole project."
- "I can't believe that is all they gave us."
- "Get 'em in here, wine and dine 'em and then hit 'em up."

Believe it or not, I have heard all of the above sentiments expressed within the past six months.

Why is *Catholic Development* so difficult to understand? I really do not know. But, there seems to be three major threads that are overlooked and/or misunderstood:

1. A true advancement/development/stewardship effort can never be a smokescreen for money.

2. Just because a person/family may have substantial financial means that does not translate into him/her/them wanting to give that to your Catholic institution.
3. When a Catholic institution has sought to balance their budget on special event fund-raisers (fairs, festivals, auctions, candy drives, calendar sales, bingo, magazine drives, etc.), it takes some real planning and a major shift in thinking to move from that to a true Catholic Development stance where the focus is on engaging people, developing resources and inviting philanthropic gifts.

Over the past 18 years, it has been exciting to work with hundreds of Catholic parishes, schools and dioceses who are surging ahead with vibrant efforts that continuously engage new people. ***Belonging leads to believing.*** This four word sentence is at the core of any true development and stewardship effort.

Before looking to the future and recognizing the many opportunities for Catholic institutions to prosper, I would be remiss if I did not thank the early friends and clients who believed in ISPD and gave us the encouragement to begin and keep growing in the early years. Many thanks go to the following:

- The late Howard Jenkins, former superintendent of Catholic schools in the Archdiocese of New Orleans
- Joe Rosolino, associate superintendent of Catholic schools in the Archdiocese of New Orleans
- Sister Mary Michaeline Green, O.P., superintendent of Catholic schools in the Diocese of Baton Rouge
- Marguerite Celestin, president of Saint Scholastica Academy in Covington, LA
- The late Monsignor Gerald Barrett, former pastor of St. Catherine of Siena in Metairie, LA
- Joe Miller, former principal of Our Lady of the Lake Catholic School in Mandeville, LA
- Dan McKinley, Executive Director of the PAVE organization in Milwaukee, WI
- Father Dennis Hartigan, president of Toledo Central Catholic High School in Toledo, OH
- Father James Manning, president of Archbishop Alter High School in Dayton, OH
- Sister Mary Burke, former NCEA assistant director of secondary schools
- Sister Mary Ann Hardcastle, former principal of Mercy Academy in New Orleans, LA

As ISPD continues to move forward today, we now have eight associates who continue to crisscross the country conducting workshops, consulting with parishes, schools and dioceses, and seeking to further our mission: *Bringing people, process and ministry together to build the Kingdom of God.* Bernard Dumond, ISPD's senior associate, has been with us for fifteen years and is the longest standing member of the team. Bernard continues to do an outstanding job working with so many pastors, principals, presidents, development directors, boards and councils. He embodies the spirit of ISPD and the strong belief in our mission.

There are many new initiatives that we continue to develop as we move into the future:

- Catholic School Enrollment Solutions, ISPD's new division headed up by John Cooper, is now reaching out and working with groups of Catholic schools across the country to address enrollment concerns, the latest being the Archdiocese of Los Angeles
- Beginning this Fall, we will begin working with many of the parishes in the Archdiocese of Baltimore teaching Core Team leaders how to better invite,

- involve and engage all parishioners into the life of their parishes
- Our fall workshop series will cover a variety of topics, including enrollment solutions, long-range planning, capital campaigns, engaging more people into the life of the parish, and how to invite the many gifts that will allow Catholic institutions to grow and prosper. In addition, we will continue to offer our two day workshop: *Charge Up Your Development Battery*, a continuing favorite
- In 2008, we plan to introduce a publication series on Catholic Development and Total Stewardship, all of which can be purchased online
- We will continue with our two popular monthly e-mail newsletters: *Development Directions* and *Catholic School Enrollment Talk*
- ISPD will present a new brochure on our mission, our history and our services in the fall of 2007

The work that we do continues to be a challenge, and yet the thrill of it all lies in the relationships that we have built through the years, and the ones we nourish as we continue this journey. We have partnered with hundreds of parishes, schools and dioceses and seen them grow and prosper; along with the leadership, we have engaged thousands of people in those Catholic institutions; we have helped generate millions of dollars; and yet, through it all, we strive not to forget what we believe is the main purpose of Catholic Development: *To invite as Jesus did.*

"Memorial Giving"

On Friday, May 18, 2007, my family again had the wonderful opportunity to attend St. Rosalie Catholic School's eighth grade graduation and personally award a Catholic high school scholarship to an outstanding 8th grade student voted on by the faculty and administration. The Dustin Ewing Donaldson Memorial Scholarship Fund was set up ten years ago in order to serve two purposes:

1. Memorialize our son's name and keep his memory and legacy in the minds of his family and his former Catholic elementary school and parish
2. To award a scholarship to an outstanding young woman or young man who possesses the traits that we attribute to Dustin:
 - o Courage
 - o Pleasing, smiling personality
 - o Always reaching out to help others
 - o Unconditional love
 - o Belief in the love of Jesus Christ
 - o Polite and well-mannered

It is always a thrill to present the award each year, and while the student's family gets monetary benefit, a plaque with Dustin's picture, along with an inscription and name plates of the recipients through the years hangs in the lobby of St. Rosalie Catholic School in Harvey, Louisiana.

For some reason, this year was special. Dustin would have been 27 years old this coming September. After the graduation which was held at St. Rosalie Church, the young man who is the new assistant principal, and who was the MC for the evening, came up and introduced himself. Bright, articulate, poised and well-mannered, he simply wanted to say hello. His next words almost caused me to sit down. "Mr. Donaldson, I remember Dustin. He and I were classmates when he passed away in 1986." What a moment.

I have often felt that Catholic institutions need to offer memorial opportunities to their constituents - parents, alumni, parishioners, faculty and staff, students. At the

very least, to know some program or process is available if someone wants to do something can be comforting.

As a family, a number of years went by before we decided to approach the school and seek out ways to memorialize Dustin's name. The pastor and the principal were very agreeable, easy to work with, and it became a win-win for all. Scholarships, monetary gifts, naming opportunities, and gifts in kind are just some of the ways that families could participate. Set up correctly, it can become a wonderful way to memorialize and to be an instrument for Catholic advancement.

SUMMER 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! **

Summer Locations:

- ** Cleveland ** Houston ** Indianapolis ** New Orleans **

ISPD Also Conducts On-Site Workshops

Offered to Catholic schools and parishes within a single diocese, these workshops are designed to meet your specific needs.

- [Check Here for More Information on ISPD Development Workshops](#)

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

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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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