



November 2004

Development Directions

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

TIME FOR THE YEAR END LETTER

Late November is an excellent time of the year to consider sending the "Year End Letter" to all key donors and financial leaders of your school and/or parish. This is a non-threatening, direct invitation that invites people who may be looking to give at the end of the calendar year the opportunity to do so. Here's a sample letter:

Dear

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 ministries (organizations/activities) are wide and varied and serve many people; (Name 2-3 other assets or impressive areas of the parish and/or school plus add the next one, if applicable); our planning processes continue to invite and involve hundreds of 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 2004, 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 Template of This Year End Letter](#)

DEVELOPMENT SPOTLIGHT

Christ the King Parish * Tampa, Florida

Close to two years ago, Christ the King Parish invited ISPD to come on board as their development consultant. At the time, there was a great deal of interest about building a new church. Sketches had been drawn; plans had been discussed; and there was this overall feeling on the part of parish and school leaders to move forward.

Because ISPD had been invited to help create a Strategic Plan for Development for both the parish and the school, we advised the pastor, the principal and the development director to hold off on launching a campaign. We recommended that development needed to take place - education, formation of a Core Team, inviting people for input, putting together a planning team, and involving hundreds of people to feel ownership of the future of the parish. The process invited and engaged over 250 people.

While this was going on, other facility needs began to surface - a new science and technology wing, more storage space, a new parish center. Sketches were drawn and plans discussed. Again, we advised the leaders to hold off until the planning and people involvement was well on its way. They listened.

After 10-12 months, it became apparent that Christ the King needed more than a science center and storage space. Building a new church became a "back burner" item, and parish leaders realized they needed to develop a Master Site Plan that would take them to the future for the next 10 - 20 years.

Over a period of months, this Master Site Plan was developed. While that was happening, the new office for parish and school development was established, and the Core Team began to implement the top priorities of the Strategic Plan for Development. A Steering Committee was formed to begin seeking input from all parish and school families concerning their thoughts about the Master Site Plan, and as we "go to press" with this newsletter, over 300 - 400 people have had input. They will next move to a parish-wide survey, and the decision to do whatever will rest in the hands of the people of the parish.

We spotlight Christ the King Parish in Tampa, Florida, because it would have been easy to simply launch a campaign by sending out letters and brochures, and having a very small minority of the parish make the decision about the future. Today, whatever decision is made, it will be a sound one - based on the best wisdom of the parishioners and the best input for the leaders. Development is, indeed, the meaningful involvement of people in your mission and vision for the future.

REGISTRATION IS NOW OPEN

The ISPD Development School

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 * **Save \$50 with Early Bird Registration**

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](#)

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

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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