



November 2006

Development Directions

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

“He Was One of the Good Guys”

By Frank Donaldson, ISPD President

Early this month, right after returning from working with Christ the King Parish in Tampa, I came back to our New Orleans office for a half-day of returning e-mails and phone calls. I hadn't been in the office for more than an hour when John Cooper, our new associate from the Cincinnati area, called to let me know that Father Chuck Mentrup had died in an automobile wreck early that morning on I-75 between Cincinnati and Dayton. It was quite a shock.

I met Father Chuck at an ISPD Development School years ago. He was a big man – tall, deep voice, firm hand shake, to some – intimidating, but I could tell from the first time I met him that he genuinely connected to people. He had taken over as principal of Bishop Fenwick High School in Middletown, OH and was considering a capital campaign to renovate the facilities. He was attending the 3 day conference to learn as much as he could and also to see if our company would be a good fit with the culture of Fenwick High School. He did learn some key points; it was a good fit, and I had the pleasure of working with him for two years as many people actually built the new Bishop Fenwick High School at a new location, thanks to the generosity of the Akers Family and the leadership of Father Chuck.

From the beginning, I knew that Father Chuck was one of those special breed of Catholic leaders. When I first pulled up to Fenwick High School, on a cold December morning in 1998, there he was out in the parking lot with a heavy coat on greeting every student and every parent as they came to school. He helped students out of their car and said hello to “Momma.” As I continued to work with him, although he wanted things to happen quickly, he also wanted to hear what people had to say and what they felt about the future of their Catholic community. Life was never just about him. Although he was passionate about generating the revenue to build a new high school, he was just as passionate about making sure he always had time to listen, to counsel, to just be with people when they needed an ear and a friend.

Father Chuck introduced me to Father Tom and the wonderful folks at St. Ann Parish in Cincinnati – and the great meals at The Red Squirrel. Over the years we headed down to the boat several times to lighten the load on the buffet and pull a few levers on the slot machines. When he came to New Orleans several years ago, we took in a

Hornets game and then headed off to Ralph and Kacoo's for some New Orleans gumbo. He quickly picked up that development was all about people and engaging them, and his personality and the philosophy of ISPD fit like a hand in a glove. When he left Bishop Fenwick High School, we continued to stay in touch and even worked with his parish – St. Mary's – and the wonderful people in Franklin, OH. When we needed additional help at Archbishop McNicholas High School, I suggested to Tom Bill, the principal, that we get Father Chuck to step in and help move that development effort along, and he did.

Like so many people that he touched, the memories are bittersweet, simply because there will not be anymore.

Over the past fifteen years, I have had the pleasure of working with numerous Catholic parishes and schools in the Cincy area, and there have been many nights traveling down I-75 from Archbishop Alter High School in Dayton or coming up from St. Leo Parish in Lexington or driving back to the hotel from St. Gertrude Parish in Madeira, that I would call him at home to simply say hello. On more than one occasion he would say that he had something to talk about, and he would meet me at some small town off of I-75, and we would have a meal or sip a couple of beers. He was a man's man, a people person, a true shepherd for many souls.

I was sorry that I could not attend the outdoor Mass last Friday, November 3rd, but I heard it was magnificent. Thousands of people were there to pay tribute and mourn the passing of a wonderful person, a devoted son, and a dynamic Catholic leader.

I'll miss the phone calls and the late night meals at Applebee's in Middletown; I'll also miss the heart to heart talks about life and justice and being true to what we are. I'll probably smile as I head down I-75 and think of the laughs we shared and the people we both thought so much of. And, probably more than anything, I am sure that every time I pass by the Franklin, OH exit my eyes will shift to the county road to St. Mary's and the wonderful memories of a man that I was proud to call my friend. Good-bye, Chuck, may our roads come together somewhere up the way.

"The Catholic Development Professional" Part III

This is the third installment of a four-part series. If you did not receive our September or October newsletter, please e-mail us at ispd@bellsouth.net and we'll forward a copy to you right away.

Areas of Focus: Five Years and Beyond

As we look at a development effort in Year 5 and beyond, ISPD recommends the following areas of focus and major benchmarks both quantitatively and qualitatively:

(Note: *Depending on if you are a parish, elementary school, high school, diocese, etc., some of this will apply and others will not.*)

- 1. Day to Day organization and Operation of the Development Efforts**
 - o Core Team continues to help guide the development efforts
 - o Plan is in place to maximize personnel and positions have been created to match the needs and demands of the development efforts
 - o Leaders see the wisdom over the next 5-10 years in diversifying the positions in the development office:

- Director of Development with concentration on Major Gifts and Planned Giving (parish & school)
 - Director of Annual Fund (parish & school)
 - Director of Total Stewardship (parish)
 - Director of Fund-raising Events (parish & school)
 - Director of Public Relations, Publications and Communications (parish & school)
 - Director of Alumni (school)
- 2. **Database management**
 - Development software is in place and integrated into the development efforts
 - All publics have been entered and are kept current
- 3. **Written Strategic Plan for Development**
 - A written plan is created, monitored and implemented each year
 - Every 2-3 years 30-50 people (60% new- 40% involved) are invited to review the plan and offer suggestions over a 2-3 meeting process
- 4. **Public relations and marketing**
 - A written plan is in place
- 5. **Publications**
 - An all-publics newsletter is in place
 - A Case Statement is in place
 - Necessary brochures have been created
 - A Development Bulletin is in place
 - An Annual Report is in place
 - Other publications grow out of the PR plan
- 6. **School alumni**
 - There is a class rep system in place
 - Alumni activities are run thru the school
 - There is an Alumni Board in synch with the development office
 - There is an Alumni Director
 - There are many alumni social activities
 - 25% of the alums participate in the Annual Fund
- 7. **Annual Giving (Appeal, Fund Drive, Campaign, etc.)**
 - There is an excellent combination of the following:
 - One-on-one gift solicitation
 - Major Gift reception
 - Home receptions
 - Direct mail
 - Phonathon
 - There is a 15% increase each year in \$\$\$, and a 20% increase each year in donors
 - There is a 90%-95% retention rate of donors
- 8. **Total Stewardship**
 - There is an excellent balance between Stewardship of Prayer, Offering and Ministry. Education is year-round
- 9. **Capital Campaign**
 - There is a capital campaign being planned, being implemented, or finishing every 7-10 years
 - Past campaigns have brought in 25% new donors to the Annual Fund
- 10. **Endowment growth**
 - There is a 7-figure (or more) endowment fund in place
 - There is a plan in place for future endowment growth, and this plan does not interfere with the Annual Fund or other funding efforts
- 11. **Student enrollment**
 - There is a written enrollment plan in place
 - There is a waiting list for each class
- 12. **Planned Giving**
 - There is a formal Planned Giving process in place that is used to “fuel”

one or more of the following:

- Endowment Fund
- Scholarship Fund
- Capital improvements

13. Grant Writing

- There is a successful grant writing process in place that is headed up by a teacher
- Funding comes from 50% of the grants written

14. Memorial Giving

- There is a memorial gift program in place with the proper literature, invitations and opportunities

15. Communication

- A menu of communication opportunities is available for all constituents:
 - Direct mail
 - Person to person
 - E-mail
 - Web Page
 - Bulletins
 - Internal messages
 - Meetings, assemblies, conferences, convocations, etc.

16. Major donors

- There is a major gift process in place with written information on on file with the pastor, principal and/or development director
- Major donors and prospects are added and upgraded each year

17. People involvement

- 100 "new" people and invited and involved each year into the development efforts

18. Community outreach

- The parish/school continues to reach out to the larger community with a myriad of opportunities and activities

19. Annual Case Statement

- The case for the institution is upgraded each year

20. Development Education

- There is an on-going development education process in place to reach all new people to the parish/school each year

21. Fund-raising events

- There is a Master Plan for Fund-raising in place with a clear process to follow

22. Long-Range Planning

- There is a five-year plan in place, and it is reviewed annually

23. Mission/Vision Statement examination

- The Mission/Vision Statement is examined each year by parish and/or school leaders to determine if it is still credible

SPRING 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-\$179 .

We hope you'll join us soon!

Topics Include:

- ** Strategies for Catholic School Enrollment Growth **
- ** Charge Up Your Development Battery! **

** Become a More Welcoming, Engaging & Affirming Catholic Parish **
** Best First Steps to Take in Beginning Your Catholic Development Efforts **
** Catholic School Enrollment Solutions
From Planning Your Program to Implementation **

Tentative Locations:

** New Orleans ** Nashville ** Cincinnati ** Toledo ** Phoenix ** Tampa **
** Mobile ** Houston ** Philadelphia **

- [Check Here for Details](#)

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

E-mail: ispd@bellsouth.net
Phone: 800-299-2393
Website: <http://www.ispd.com>

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