

# TO TEACH WHO CHRIST IS

A Newsletter for the Campaign for Parishes, Catholic Education and Faith Formation

June 2017

Dear Friends,

June 20 kicks off the first day of summer, and with it comes many blessings. As the sun shines a little more brightly, the school year wraps up, and we put our coats away for good, this is a time when neighbors open their doors, take in the season and enjoy each other's company.

Indeed, this is a time of year when the Archdiocese of Chicago sees an upswing of community events and gatherings in our parishes and facilities. Because of the goal-exceeding support received through *To Teach Who Christ Is*, many of our parishes have undergone building expansions, facility repairs and expanded ministries, making them renewed destinations for people to congregate in faith and in fun. Because of your generosity in this campaign, our local parishes can even better support those who see them as places of joy and homes away from home.

I am eternally grateful to be part of this campaign and to see so much come from its efforts. To share your good news on *To Teach Who Christ Is* in future newsletters and on our social media sites, email your updates to [toteachcampaign@archchicago.org](mailto:toteachcampaign@archchicago.org) or find us on Facebook or Twitter at [@toteachcampaign](https://www.facebook.com/toteachcampaign). Wishing you a joyful and peaceful summer.

Yours in Christ,



John T. Osterlund

## Q&A with John Osterlund on Campaign Fulfillment Efforts

### How has the relationship between Stewardship & Development (S&D) and donors improved since the start of the campaign?

S&D has been given an opportunity to be transparent with donors and showcase the impact of the largest capital campaign in the history of the Church. We've made efforts to steward and engage with each donor at a direct and honest level, taking time to express our gratitude, and because of this, we have seen an improvement in our response rate and relationships.



The Archdiocese of Chicago Stewardship and Development staff.

### How can donors and parishes continue to work together to achieve the goals and mission of TTWCI?

Maintaining an open dialogue is crucial. Parishes should continue to celebrate successes and projects, and donors should articulate any changes in their personal circumstances that may affect their commitment. Using a campaign thermometer and placing it in a highly trafficked area can also help both sides see how they're doing in relation to fulfilling campaign pledges.

### Can you please explain the efforts S&D has made and will continue to make to partner with parishes and donors to maximize pledge fulfillment?

S&D has developed a fulfillment strategy specific to each of the six waves of the campaign. We are continuing to host bi-monthly webinars specific to each wave to focus on fulfillment efforts and we've created bulletin and pulpit announcements, as well as campaign thermometers to highlight funds received against goals.

In addition, we recently updated the monthly report parishes receive detailing each donor and their progress toward fulfilling their gift. Parishes will now have an easier time determining when a donor is behind and are encouraged to connect with them to ensure there's

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not a greater concern that needs to be addressed. Separately, each donor who has made a pledge commitment is mailed or emailed a reminder based on a personalized frequency schedule.

**What advice would you give to parishes to ensure they're doing everything they can to maximize fulfillment?**

Make a point to celebrate your successes — whether it's celebrating gifts or the beginning or end of a project. The more you communicate your success, the easier it is for the donor to remember why they made the commitment in the first place. In addition, reviewing your monthly reports and reaching out to donors who may have fallen behind in their payment schedule can be a pastoral opportunity to identify personal obstacles a family may be experiencing, which strengthens our faith community.

**How will S&D continue to improve relationships with donors?**

We have a passionate and mission-centered team of professionals dedicated to ensuring each donor receives prompt, courteous service and that all concerns are acknowledged and addressed as swiftly as possible. We also review records in an ongoing attempt to ensure our database is accurate. This shows the donors that we appreciate their commitment to the Archdiocese and demonstrates our commitment to excellence.

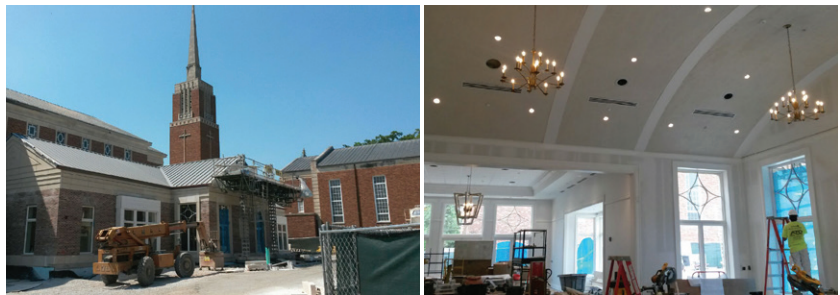
**What would you like to say to those who have already made efforts?**

Parishes that are having success have been collaborating with S&D, and we can't thank them enough for their time and openness to the mission of the Archdiocese. We are a stronger Church when we work together.

## Independent Campaign Success Allows Parish to Renovate and Help Those in Need

In the summer of 2014, the *To Teach Who Christ Is* campaign underwent a Rapid Review Assessment to gather information from pastors and lay leaders regarding improvements that could be implemented to provide greater support to parishes. One of the results of the review was the creation of an Independent Campaign option for parish participation. The Independent Campaign offered these parishes the opportunity to prioritize and localize their efforts by addressing their own needs as the greatest priority, as well as the flexibility to hire pre-approved fundraising counsel of their choosing to assist them in their efforts. In addition, the parishes would contribute 40 percent of their *To Teach Who Christ Is* assigned goal for the shared ministries of the Archdiocese.

Saints Faith, Hope & Charity Parish, a community of 1,600 families, located in Winnetka, has reaped the benefits of leading an independent campaign and will plan to use their funds to meet their commitment to the Archdiocese, repair and improve parish buildings and help others.



As a result of the Independent Campaign option, Saints Faith, Hope & Charity parish is able to use campaign funds to repair and improve parish buildings.

"We look forward to working with Catholic Extension to use \$500,000 of our funds to help those in need," said Father Martin O'Donovan. "Recognizing that we are a part of the larger Church is vital to our mission, which is why we will continue to direct funds to people who need it most."

In addition, Saints Faith, Hope & Charity plans to build a parish center adjacent to church. The new building will provide office space for staff and provide meeting space that is accessible to all. The parish also plans to renovate an under-utilized athletic field for the community to use.

"I am grateful on many levels for *To Teach Who Christ Is*, and the opportunity we were given to focus on our priority needs through hosting an independent campaign. Without this option, we wouldn't have met our goal," said Father Martin. "I can't thank our gracious committee and parishioners enough for their commitment to our pledge and believing in our case statement."

Pledges for their independent campaign have exceeded their original goal, and the parish plans to set aside additional funds for future needs.

## CAMPAIGN UPDATE

**Overall campaign goal: \$350,000,000**

Total Raised to Date: \$426,726,679\*

Percent of Goal Pledged: 122%

Pledges Paid to Date: \$148,058,474

Percent Paid to Date: 42%

\*includes cash, documented pledges and bequests

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