

TO TEACH WHO CHRIST IS

A Newsletter for the Campaign for Parishes, Catholic Education and Faith Formation January 2020

Happy New Year to All of You

We hope you had a blessed Christmas and a great start to 2020.

In July 2019, we launched the *To Teach Who Christ Is* newsletter survey to gain a better understanding of thoughts on the newsletter and content that's most relevant to donors. It's through the survey we wanted to determine top topics of interest, re-visit some of the stories we've shared in the past and answer common questions donors have.

Our survey covered how often donors read the newsletter, how satisfied they are, what interests them, and provided an opportunity for additional feedback. We enjoyed sifting through the data and this month's newsletter features a snapshot of overall feedback. We are in the process of continuing to build our editorial calendar based on survey responses and will be featuring new content in the coming months.

Your opinions and suggestions are very important to us and will help us improve the content we share with you on a monthly basis. Thank you again for your time and support. If you have any questions, please do not hesitate to reach out to Teresa Battaglia, donor relations manager, at tbattaglia@archchicago.org.

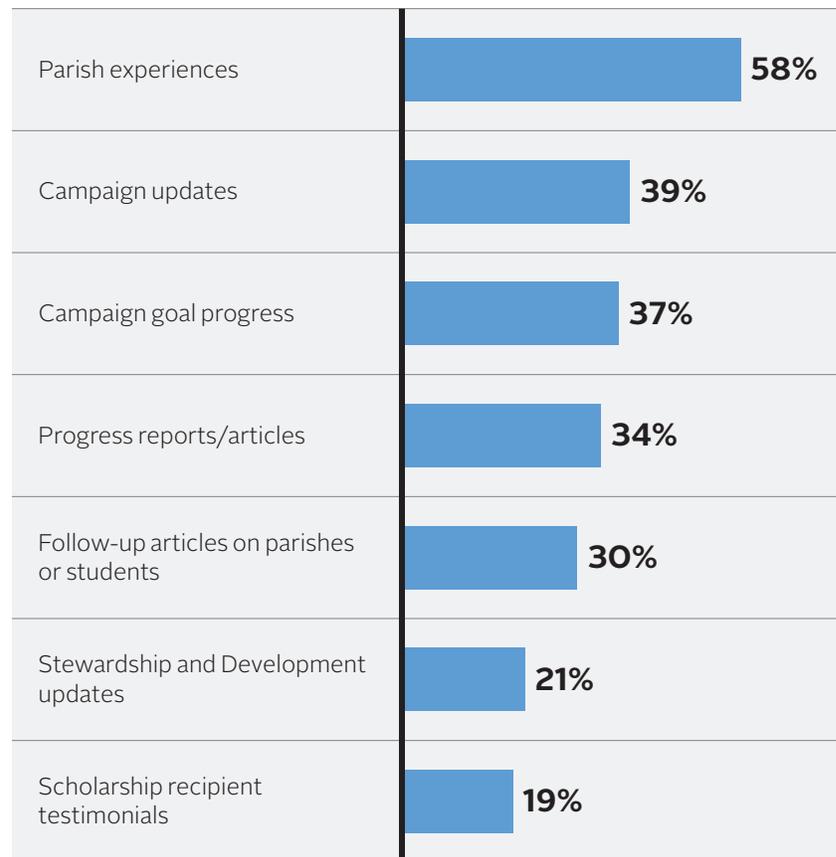
God bless you all this month.

A Snapshot of the *To Teach Who Christ Is* Newsletter Survey

Around 750 donors completed the *To Teach Who Christ Is* newsletter survey and shared their opinions on the newsletter, campaign, and the archdiocese. Key topics of interest are parish experiences, campaign updates and campaign goal progress and seventy percent of donors read the newsletter.

TTWCI Newsletter Topics of Interest

Which of the following content interests you?



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Are You Receiving the Newsletter Electronically?

While reviewing survey responses, there were many donors who noted they do not receive the newsletter, and we want to ensure we're doing everything possible to share new editions with you.



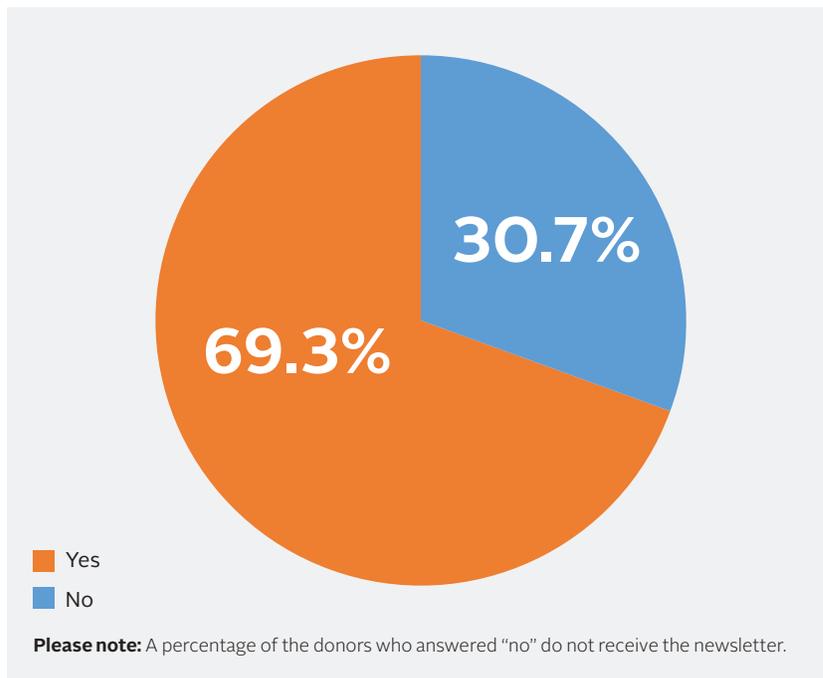
Depending on the email service you use, there's a possibility the campaign newsletters are going straight to your spam folder. Please check your spam folder to locate campaign emails or general emails from the archdiocese that are automatically being sent to this folder. Click "report not spam" on the most recent email in your folder. You can also add archchicago@archchicago.org to your address book to guarantee you receive campaign emails in the future.

To confirm we have the correct email and/or home address on file, please email Teresa Battaglia, donor relations manager, at tbattaglia@archchicago.org.

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TTWCI Newsletter Readership

Do you read the newsletter?



There were many donors who voiced positive feedback on the newsletter and content being featured each month:

“It [the newsletter] has been interesting and informative.”

“The newsletters are inspirational and empowering.”

“It’s great! I enjoy seeing the tangible, positive effects of the campaign.”

The open-ended section of the survey provided an opportunity for donors to submit suggestions and recommendations for the newsletter. Based on feedback, donors have a desire to learn more about evangelization and faith formation programs that have been created and/or supported as a result of the campaign. In addition, donors would appreciate overall updates, goal progress and more information on scholarship funding.

As mentioned earlier, in the coming months, we will be addressing and featuring topics of interest based on the feedback we received. Thank you again for your submissions.

CAMPAIGN UPDATE

Overall Campaign Goal: \$350,000,000

Total Raised to Date: \$425,634,707*

Percent of Goal Pledged: 122%

Pledges Paid to Date: \$247,802,080

Percent Paid to Date: 71%

*includes cash, documented pledges and bequests

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