



## Frequently Asked Questions

### **1. Why is the Catholic Foundation for the Diocese of Green Bay embarking upon a capital campaign?**

In response to changes in both the Church and the communities we serve, the schools, programs, ministries and parishes within the Diocese of Green Bay have embarked on several extensive mission planning exercises to ensure the alignment with our new organizational mission statement. As a result of both school and parish mission planning, new and urgent opportunities and challenges have and will be identified that will require resources above and beyond the revenue derived from regular Diocesan or parish collections. The successful completion of this campaign will ensure, in all we do, we fully express our vision as a community of missionary disciples, striving to lead all people to the Kingdom of God.

### **2. What is the goal of the campaign and what will the raised funds support?**

The goal for this campaign is \$70 million dollars of which \$60 million will be raised in the parishes. The remainder will be raised by Bishop Ricken through a series of meetings with select donors. Of the \$60 million dollars that is raised in the parishes, 50% will be returned to parishes to meet local needs, much of which will be identified through parish mission planning. The remainder will be used to enhance Diocesan programs and ministries in the following areas:

- Catholic charities and living justice;
- Catholic education in all forms;
- Evangelization;
- Clergy recruitment and formation; and
- Providing for retired clergy.

### **3. Who will be asked to support the campaign?**

Every household in the Diocese of Green Bay will be asked to participate in this historic undertaking with sacrificial gifts of time, talent and treasure. As the campaign is being implemented in a phased approach, each parishioner will be solicited for support at the appropriate time. While not everyone will be able to make the same commitment, all will be asked to make an equal sacrifice. Gifts may be fulfilled over a three to five year period.

### **4. How will parishes participate in the campaign?**

All parishes will be asked to put forth a good faith effort to reach their campaign goal. Parish leaders will be asked to make, in coordination with the parish lay leadership and their campaign field director, a minimum of twenty personal visits, request a specific and proportional gift from each family, implement a personal approach to requests, adhere to the campaign timeline, remain a positive advocate for the campaign and conduct at least one in pew commitment weekend. Each parish will be provided with a campaign plan to follow and assigned a campaign director to guide parishes through campaign implementation.

Parish campaigns will be implemented in a series of phases over a six month period in one of the following blocks:

<b><u>Block</u></b>	<b><u>Timeline</u></b>
Pilot (12 parishes)	July 2018 – January 2019
One (54 parishes)	January 2019 – June 2019
Two (48 parishes)	July 2019 – January 2020
Three (44 parishes)	January 2020 – June 2020



**5. Who will lead the campaign?**

Along with the pastor or pastoral leader, the designated campaign director, a core of parish volunteers will be recruited to assist in the implementation of the campaign. Volunteers to be recruited include a campaign chair and campaign leadership committee members.

**6. How will parish goals be set?**

All parish goals are determined using a common formula of 115 percent of the average of offertory income from the last three reported fiscal years (2015-2017).

**7. What will happen if a parish does not meet its assigned goal?**

The campaign is being conducted as a good faith effort and will receive the help needed to ensure the success of the campaign. Should a parish fail to realize its goal, the parish will receive 50% of the funds raised for every dollar collected.

**8. Can my parish request a review and or adjustment to either the goal or block assignment?**

Parishes have been informed of their goal and block assignment by letter. A review of both may be made on the basis of relevant, local conditions, changes in demographics and/or other conditions. All requests for review should be made in writing to Josh Diedrich at the Catholic Foundation. Goal adjustments will be limited to a percentage reduction of the parish goal: 5, 10, 15 or 20%. All requests must include supporting statistics and rationale for the reduction and will be reviewed by the Priest Advisory Committee who will make recommendations to the Bishop. All requests will be answered in writing.

**9. What percentage of campaign dollars raised will the parishes receive?**

Each parish will receive 50% of the funds raised through their parish campaign.

**10. How are leadership gifts counted?**

Gifts solicited by Bishop Ricken, or his selected committee(s), are subject to a separate parish share cap. A donor may elect for a parish to receive credit towards its parish goal in the amount of 10% of the gift or \$100,000, whichever is less.

*Example: If a donor pledges an unrestricted \$250,000 to the campaign, the parish would receive the credit and cash of \$25,000 toward its goal, which would not be subject to the standard parish sharing formula (50/50). The remaining \$225,000 would go in support of the Diocesan-wide priorities.*

If a leadership gift is solicited with the pastor involved, the parish may receive cash and credit for a different portion of the gift (as appropriate and determined by Bishop Ricken, the pastor or pastoral leader, and the Campaign Office prior to solicitation).

Leadership gift credit will be applied in consultation with the Campaign Office and the assigned Campaign Field Director. If a leadership gift is under \$100,000, it will be counted towards the parish goal and will be subject to the normal 50/50 share.

**Donors also have the right to further restrict their gift. If the gift is restricted to benefit only the parish, the funds may be applied to meet parish needs but will not be counted toward the parish campaign goal.**

**11. Will the campaign impact parish offertory?**

Parish offertory is expected to remain constant as parishioners will be asked to consider campaign gifts over and above their regular giving.

**12. How is this campaign different from the Seminarian Collection and the Bishop's Appeal?**

The Seminarian Collection and the Bishop's Appeal provide essential operating support that ensures the day to day operations of essential Diocesan ministries and programs – they are programs that ensure maintenance. This campaign will ensure fidelity to the new vision and mission of the Diocese.

**13. Will parishes continue to take part in the Bishop's Appeal, Seminarian Collection and other regular collections during the campaign?**

Yes, these annual programs are critical to maintaining the daily operations of the Diocese of Green Bay. Suspending these appeals during the campaign would significantly depress, over time, the performance levels of these campaigns and, by extension, place at risk the future of the many people who benefit from supported programs.

**14. How will campaign expenses be paid?**

Campaign expenses are built into the campaign plan and will not be deducted from those funds returned to the parishes.

**15. How will shared funds be returned to the parishes?**

An account will be created for each parish specifically for this campaign. As funds are collected through the pledge redemption process, parishes will receive disbursements quarterly each year.

**16. How much will each household be asked to give to the campaign?**

Each family will be asked to make an equal sacrifice to the campaign. Gifts may be paid over a three to five year period. Parishioners will be asked to select a commitment plan that best suits their specific circumstance.

**17. Are donors able to make payments using a credit card, debit card or automatic withdrawal?**

Yes, a donor may fulfill their pledge using a credit card, debit card or automatic withdrawal once the appropriate authorization form is completed.

**18. Can donors make gifts of stock or other non-cash gifts?**

Yes, the campaign accepts gifts of stock and other non-liquid assets including real estate pursuant to the gift acceptance policies of the Catholic Foundation. Donors wishing to make such gifts should contact the Foundation Office at (920) 272-8197.

### **19. Why are donors asked to complete a commitment card?**

Commitment cards assist the Foundation to record and acknowledge gift intentions and provide donors with subsequent payment reminders in accord with their wishes. It is not considered a legally binding document and donors are only asked to sign the card to authorize the terms of the gift as indicated.

### **20. Are gifts to the campaign tax deductible?**

Yes, as allowed by law. For non-cash gifts, donors are encouraged to consult with their financial advisor.

### **21. What is the difference between a standard and combined campaign?**

A standard campaign is implemented when a parish seeks to realize the goal of 115% of the three year average of their offertory income. Some parishes, however, may have extraordinary needs that exceed the revenue expectations associated with a standard campaign. A parish that receives approval to do a combined campaign will be assigned a combined parish campaign goal equal to 100% of the three year average of their offertory collections (a 15% reduction over the standard campaign goal). The parish must guarantee 100% percent of the reduced Diocesan campaign goal through a signed agreement with the Diocese.

### **22. When should a combined campaign be considered?**

Generally speaking, if a parish needs to raise in excess of 2 times regular offertory income, then it should consider conducting a combined campaign.

### **23. Are there special provisions for conducting a combined campaign?**

In order to conduct a combined campaign, a parish must:

- Secure approval from the Bishop following a review by the PAC;
- Comply with all Diocesan policies and approval processes as contained in the Parish Manual for Proxies;
- Seek professional fundraising counsel from Changing Our World; and
- Contract separately with Changing Our World for services as the parish will be responsible for a portion of the fees associated with the development and implementation of the combined campaign.

### **24. How are funds disbursed to parishes conducting a combined campaign?**

Funds raised during a combined campaign will be returned quarterly each year. As funds are collected, 50% of all receivables will be returned to the parish until the Diocesan share has been fulfilled, after which 100% of all collected funds will be returned to the parish.

### **25. Why is the Catholic Foundation managing this campaign?**

The Catholic Foundation has managed, historically, all of the development programs that support the ministries and programs of the Diocese of Green Bay. Additionally, this campaign will raise the awareness of the centrality of the Foundation in the life of the Diocese of Green Bay.

### **26. Who do I contact for additional information?**

Contact Josh Diedrich, Executive Director of the Catholic Foundation, at (920) 272-8197.