



a Catholic campaign to  
transform communities.

# Gathering of Pastors and Pastoral Leaders

January 30, 2020

Revised Plan and Timeline

# AGENDA

- |                                    |                     |
|------------------------------------|---------------------|
| I. Reception                       |                     |
| II. Campaign Prayer                | Fr. Luke Ferris     |
| III. Introduction                  | Josh Diedrich       |
| IV. Campaign Video                 |                     |
| V. Bishop Ricken's Remarks         | Bishop David Ricken |
| VI. Introduce CCS                  | Josh                |
| VII. Rapid Review, Plan & Timeline | CCS                 |
| VIII. Father Dan Felton's Remarks  | Fr. Dan Felton      |
| IX. Questions and Answers          | All                 |
| X. Closing Remarks and Prayer      | Bishop Ricken       |



## CAMPAIGN PRAYER

Lord Jesus Christ,  
we thank you for your great love  
and for forming us into your holy people.

You are the One calling us, *one by One*,  
into a deeper relationship with you.  
You continue to call us *one by One*  
to share your love with others.

Lord, may the gifts you have given us  
motivate us to impact  
our families, parishes, schools and ministries  
through our generosity to the *one by One* campaign.

Set our communities on fire with your love,  
eager to share the joy of the Gospel  
and lead all people to the Kingdom of God.

Amen!

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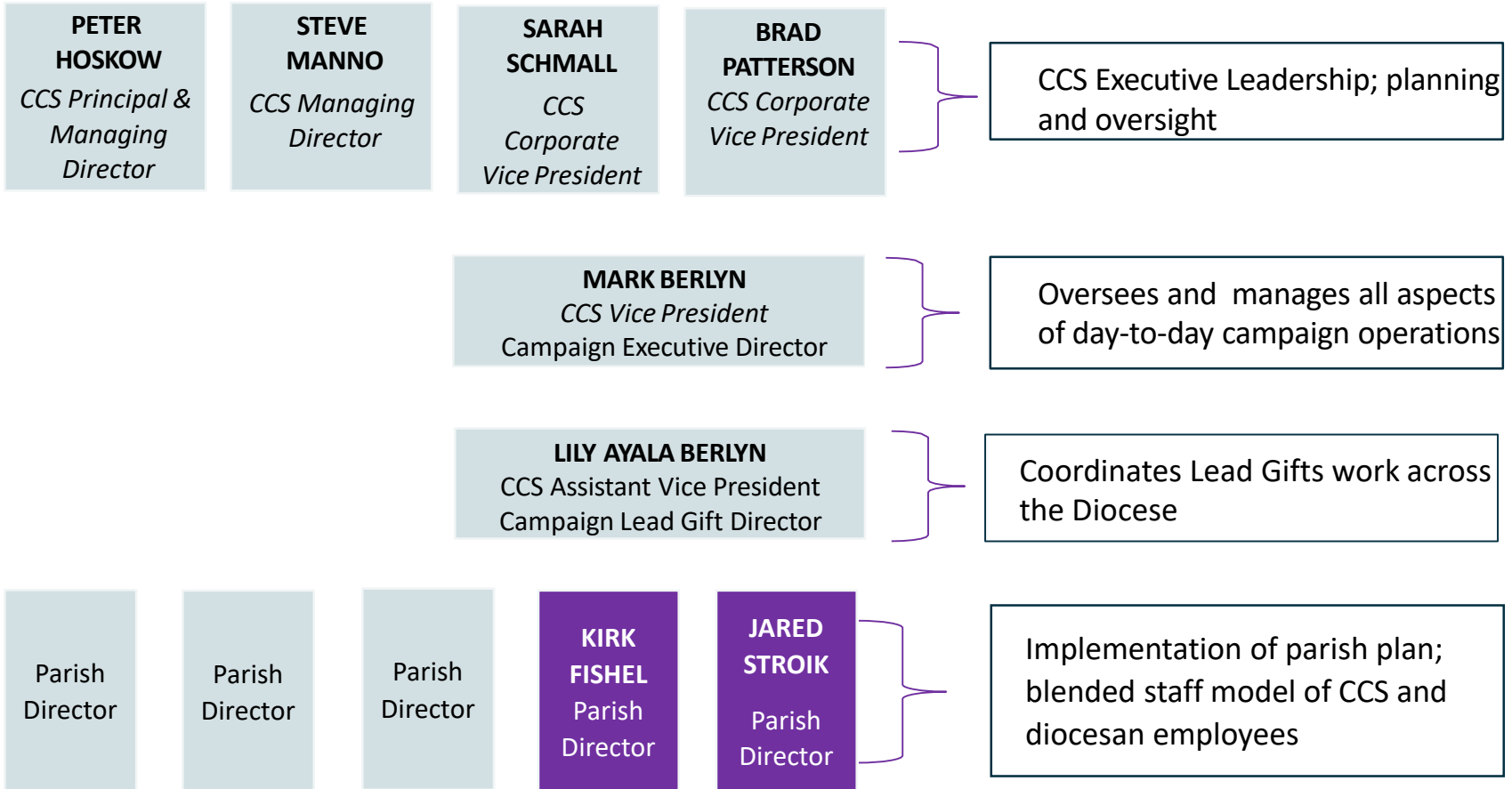


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# Campaign Video

# CAMPAIGN RESOURCING PLAN

## PROPER STAFFING



# PATHWAY TO GOAL

**\$70M is achievable based on CCS's experience and understanding of the Green Bay faith community**

**\$11.7 million raised to date**

**Potential for increased momentum with Lead Gifts**

**Opportunity for greater participation at the parishes**

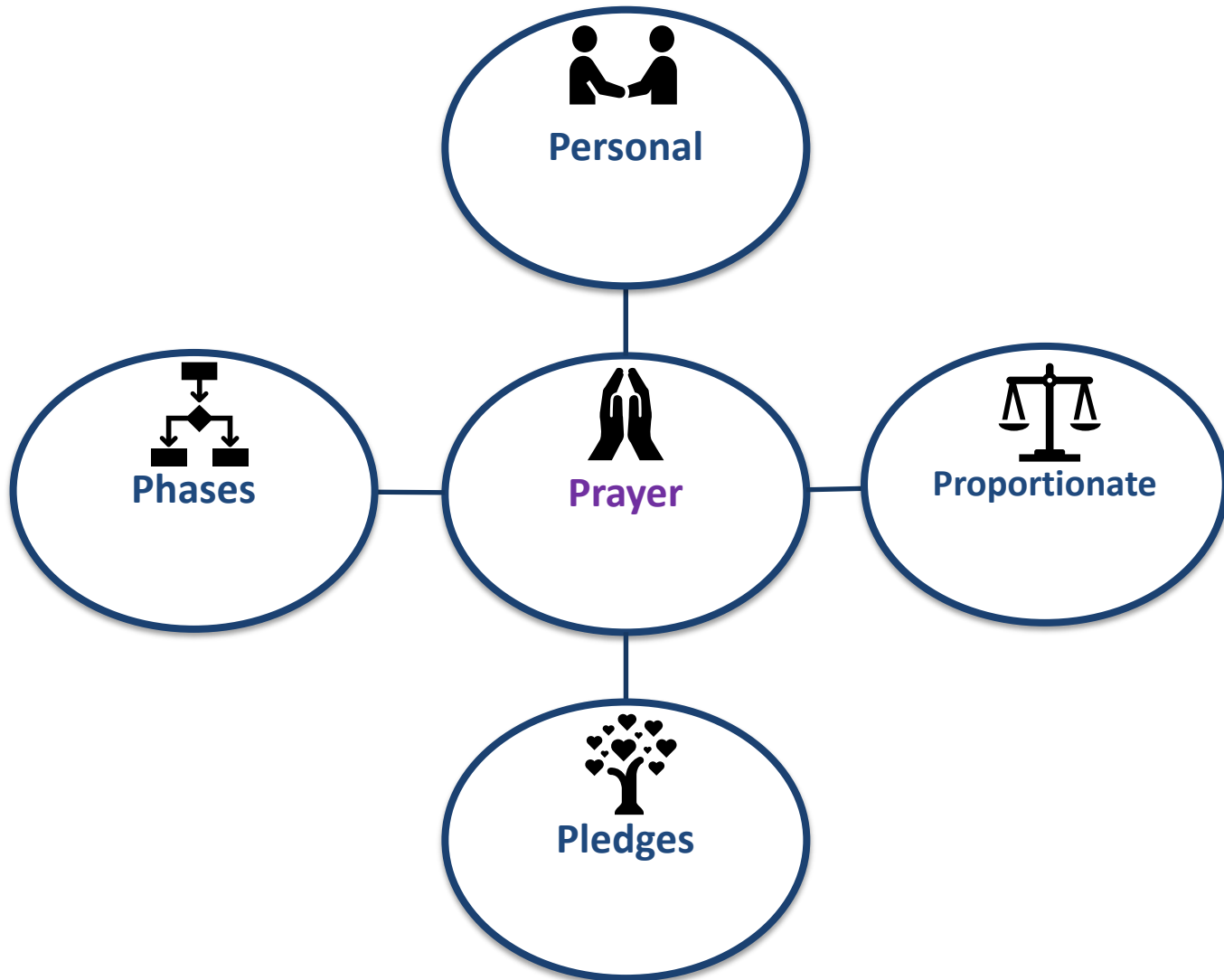
**113 parishes representing \$40M in goals yet to conduct the campaign**

Parishes Remaining	Families	Goal	% Families Giving	Families Giving	Average Gift	\$ Raised
113	58,478	\$40,142,073	20%	11,696	\$3,600	\$42,105,600



# PLAN

## FIVE PRINCIPLES OF DIOCESAN CAMPAIGN PLANS



# PLAN

## FRAMEWORK FOR SUCCESS

### A WINNING CULTURE

“Success breeds success” is an axiom that applies well to fundraising campaigns. A winning campaign culture must be developed among parishes for them and *one by One* to succeed in meeting their goals. Recommendations for the continuation plan are made with this necessity at the fore.

### PLAN STRATEGIES

Timeline adjustments	Modified block structure	Augmented staff structure	Expanded Lead Gifts program
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# CAMPAIGN TIMELINE

## PROPER TIME

Block	Parishes	Prep	Start	Finish
2A	8+	February 2020	March 2020	August 2020
2	40	June 2020	August 2020	January 2021
3	40	January 2021	March 2021	August 2021
4	25	June 2021	August 2021	December 2021

# PARISH CAMPAIGN LEADER ROLES

**PASTORS, PASTORAL LEADERS, CO-CHAIRS, VOLUNTEERS (CLC)**

Role	Pastor / Pastoral Leader	Co- Chairs	Campaign Leadership Committee (CLC)
Help identify prospective donors	X	X	X
Attend training and report meetings	X	X	X
Meet parish campaign director weekly	X	X	X
Recruit competent lay leaders	X		
Make personal visits to invite support from Lead and Major Gift families	X		
Deliver pulpit announcements	X	X	
Complete assigned visits to invite support from assigned families	X	X	X
Participate in Phone-a-thons	X	X	X
Assist with in-pew appeals	X	X	X

## PARISH CAMPAIGN DIRECTOR ROLES

- ❑ Work hand-in-hand with parish leadership
- ❑ Provide weekly support and strategy
- ❑ Equip pastors and pastoral leaders with the plan and strategies to achieve success, including training on making personal visits to prospective donor families to invite their support
- ❑ Work with pastors and pastoral leaders to compose all campaign materials
- ❑ Ensure the parish campaign remains on the campaign timeline
- ❑ Work with pastors and pastoral leaders to identify, recruit, and train volunteer committees (CLC)
- ❑ Motivate and encourage CLC members at weekly parish campaign report meetings
- ❑ Analyze campaign progress at weekly report meetings

# PARISH CAMPAIGN TIMELINE

**TWENTY (20) WEEKS**

