



WE BELONG TO CHRIST

Supporting our Parishes and Diocese

**We Belong to Christ
Campaign Manual**

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Introduction

*All tithes of the land, whether in grain from the fields or in fruit from the trees,
belong to the LORD, as sacred to him.*

Leviticus 27: 30

This booklet is prepared for the Diocese of La Crosse's priests and lay campaign leadership to administer the all-parish campaign.

The foundation of this effort is built on the principal of stewardship. The aim is to further educate the parishioners to this concept and incorporate this philosophy of giving in the Diocese. In addition, the campaign will address diocesan, parish and school system needs.

Critical elements of the campaign, including the overall plan, suggested procedures, and timetable, are included in this document. The campaign case statement for each parish and/or unified school system and additional communication pieces will be provided separately as they are produced and become available. More specific information concerning events, meetings, dates and locations will be distributed to the pastors and lay campaign leaders as the program proceeds.

Campaign Prayer

Prayer to St. Joseph

Good St. Joseph, Patron of our Diocese

You provided for the needs of the Holy Family entrusted to you.
As he grew to manhood, even the Son of God relied on your strong and loving care.

With great confidence, then, we ask your intercession,
As we seek to meet vital needs of our parish
and diocesan family through the We Belong to Christ Campaign.
Inspire us to imitate together your generous stewardship,
So that our Parish and Diocese may go forward strengthened and renewed,
In loving service of Christ and our neighbor.

We ask this in Jesus' name, who shared with you both heart and home.

Amen

Stewardship

As Christian stewards, we receive God's gifts gratefully, cultivate them responsibly, share them lovingly in justice with others, and return them with increase to the Lord. Christian stewards recognize God as the origin of life, giver of freedom, and source of all things. We are grateful for the gifts we have received and are eager to use them to show our love for God and for one another.
1992 U.S. Bishop's Pastoral Letter on Stewardship

The following tenants of stewardship will be incorporated into the campaign plan.

Currently, many Catholic parishes in the United States are struggling with lower Mass attendance, declining collections and lower rates of volunteerism. Over the last two decades, several Catholic Dioceses and parishes have successfully promoted stewardship as a way to combat these problems.

Stewardship Program

A guidebook has been created to help parish leaders and parish members throughout the entire process of fostering stewardship during the campaign.

The promotion of stewardship is a constant effort. The Office of Stewardship and Development will provide stewardship materials and host convocations for clergy and parish leadership in order to support parish efforts to continue this process.

In order to help the pastor with the implementation of a successful stewardship program, a stewardship chair as well as stewardship committee will be established as part of every parish campaign committee.

These individuals will assist the pastor by seeking opportunities for stewardship development on a weekly basis throughout the campaign. This committee is a necessary and indispensable element in the outcome of the parish's effort to convert parishioners to living out their faith by being good stewards of God's gifts.

Giving of Time, Talent, and Treasure

Stewardship asks us to focus on the management of our *Time, Talent* and *Treasure*, not only to the Church, but also to our community, to our families, and even to ourselves. Stewardship involves *intentional, planned, and proportionate* giving of our time, talent and treasure.

Giving of time involves being with God in *prayer and worship*, sharing our love with family and friends, and volunteering our time in church and community activities that help others and promote justice.

Sharing our talents arises from the fact that God has given each of us the ability and gifts to do certain things well and we are to develop those talents for the good of others.

Stewardship

Giving of Time, Talent, and Treasure (continued)

Giving our treasure is as important as giving of our time and talent. Since God does not hold back on any area of His giving, so we are not to hold back on any area of our giving, especially in the crucial area of supporting our parish, Diocese, Catholic schools and community organizations. Stewardship calls each of us to commit ourselves to God and to live that commitment by becoming personally involved in the mission of God to this world.

Spiritual Development

Christian stewardship provides an avenue for spiritual growth. Through practice of stewardship, we become closer to God, closer to our community and closer to our parish. The quality of our stewardship is a concrete measure of our faith and our love of Jesus.

Treasure

Stewardship is based on an individual's need to give, not on the Church's need to receive. Stewardship is based on the premise that all that we have and all that we are comes from God and as a way to thank Him for all His blessings, we return a portion of the time, talent and treasure given to us. For example in the important area of giving of treasure, a person would commit the same amount of total dollars whether their parish was \$200,000 in debt or had a surplus of \$200,000 in the bank because he or she gives in gratitude to God.

Conclusion

By our baptism we are called to be disciples of Christ. Regardless of where we work or live, we are all called to live as Jesus did. We are challenged in our daily life to live out our faith. Stewardship is an answer to that challenge. Through stewardship we realize that all we have are gifts from God. We are just stewards of these gifts, and we are to use them according to the teachings of our faith. Stewardship awakens a need that we all have to serve the Lord using the gifts He has given us and in gratitude for what He has done for us. Stewardship as a way of life can only change our lives and continue to build up our community of faith in the Diocese of La Crosse.

By incorporating stewardship as the foundation of this campaign it is understood that it is not a short-term commitment; rather, it is a way of life based on spiritual principles. Stewardship is not a program or a project that begins and ends. It is an ongoing expression of our appreciation to God for His blessings. Christian stewardship helps us to become aware that God is the ultimate giver of the gifts we have.

Planning Overview

In the spring of 2005, the Most Reverend Jerome E. Listecki, the Diocesan Finance Council, Deans, and some pastors participated in a needs assessment to identify the current and future needs for our parishes, schools and the Diocese.

From the needs assessment, a preliminary plan was developed to address the diocesan-wide needs. The leadership proposed an all-parish capital campaign where 80 percent of the funds received would remain in the parishes to address their debts (for the parish and any school(s) that it supports) and other goals at each parish. The remaining 20 percent of the gifts received would be shared with the Diocese to address its needs.

The Diocese of La Crosse retained the services of the Steier Group, a Catholic stewardship and development firm, to conduct a comprehensive study to see if it is feasible for the Diocese to conduct a major fundraising effort. The Steier Group conducted 100 personal interviews, assisted the Diocese in conducting 18 focus group meetings, which had 536 participants, and received 1,150 completed mail questionnaires. The study occurred in September through November 2005 and the findings were presented to the deans of the Diocese, Finance Council for the Diocese, the Presbyteral Council and the Feasibility Study Advisory Committee.

The Steier Group presented several observations and the following information highlights the key findings from the feasibility study:

- Sixty-five percent (65%) of the respondents are strongly supportive or supportive of the shared plan to allocate 80 percent of funds to parishes and any school it supports and 20 percent to the Catholic programs in the Diocese.
- The respondents said it is absolutely essential for the Diocese to openly communicate with the clergy and parishioners the issues facing the Diocese, including finances, and how the campaign goals will address these needs.
- One hundred thirteen (113) of the participants said that they would accept a leadership position or serve on a parish or diocesan campaign committee. One hundred forty (140) said they would solicit major gift prospects.
- Sixty-seven percent (67%) of the respondents indicated that they would consider a gift to an all-parish campaign.

Planning Overview

Honor the LORD with your wealth, with first fruits of all your produce.

Proverbs 3: 9

The Steier Group presented the following recommendations in the feasibility final report, which are summarized below:

- Conduct a five-year campaign, addressing the highest priority needs. The Steier Group projects that \$50-60 million can be raised.
- Incorporate the capital campaign as a separate entity which is governed by a board of clergy and laity to ensure transparency of funds.
- Bishop Jerome E. ListECKI should serve as the Honorary Chair with lay leaders and select clergy recruited to serve in the remaining chair and committee positions.

Prior to approval of the campaign, the Diocese of La Crosse conducted the following activities:

- Distributed the feasibility study results to all clergy members in the Diocese.
- Provided all priests in the Diocese with an opportunity to meet with Bishop ListECKI to discuss the campaign. Three additional meetings were hosted by Andy Gaertner, Director of Stewardship and Development, for any priests unable to attend the meeting with the Bishop.

Campaign Overview

How can I repay the LORD for all the good done for me?

Psalms 116: 12

A successful all-parish campaign requires the following elements.

I. Participation and Targets

- Every parish in the Diocese will be encouraged to conduct campaigns and will have a financial target. The targets will equal at least 1.5 times their adult envelope income reported on their 2005 Bishop's Report.
- Parishes will be asked to make every effort to achieve their goal. A parish seeking to adjust its target must provide the Diocese with justification for the adjustment in order to be approved by the Bishop. All requests for adjustments should be given to Andy Gaertner, Director of Stewardship and Development, so that they can be reviewed with Bishop Listecky.
- Parishes will be required to try to raise an amount equal to 20% of 1.5 times their adult envelope income as their contribution to the Diocesan needs. If the parish increases or reduces its target or goal, with approval from Bishop, an amount equal to the above formula is still expected to be included in their overall target.
- Plans to raise funds for new construction or renovation must be approved by the Bishop in writing. This requirement is to ensure that these plans fit with the developing pastoral plan for the Diocese of La Crosse.
- Each parish will have its own brochure detailing its needs, as well as the needs of the Diocese.
- If a parish follows the recommended campaign procedures, the parish will not be responsible if it does not reach its campaign target.

II. Distribution of Funds

- A separate corporation has been set up to oversee the campaign, the collection of funds and the distribution of funds. This corporation includes in its membership several pastors, lay leaders, as well as Bishop Listecky.
- Designated gifts will be allowed, as long as they fall within the needs included in the case statement for the Diocese of La Crosse, or the specific parish, school, or school system.

Campaign Overview

II. Distribution of Funds (continued)

- When designated funds exceed the amount of money specified in the case statement, only then does the specific need get increased funding.

III. Parishes Supporting a Unified School System

- Parishes that are a primary supporting parish of a unified Catholic school system will be required to include in their parish case statement that a portion of the funds raised will be contributed to the local Catholic school system.
- This percentage may vary from one area to another based on school debt, as well as the debt of the parishes.
- A minimum percentage will be set by the Bishop and the pastors in each area with consultation from the Diocesan Director of Catholic Schools, the president of the local school system and the Director of Stewardship and Development.

IV. Unified Schools Systems

- Unified schools systems will be required to participate in the campaign and raise funds from their parents, grandparents, alumni and friends that are not members of a contributing parish.
- The Director of Catholic Schools and the Bishop must approve all needs in each unified school's campaign printed materials.
- The Steier Group will provide the unified school systems help in conducting their campaigns.

V. Campaign Materials

- Various collateral materials will be used in the campaign. The corporation board for the campaign must approve these materials before they are used. These materials will be customized for the use of each parish or unified school system.
- At the parish level, the pastor must approve the materials before they are printed. At the unified school system level, the Dean and the president of that school system must approve these materials.
- The cost of the printing of approved materials, mailings and collection of funds will be paid for by the corporation set up to oversee the campaign.

Campaign Overview

V. Campaign Materials (continued)

- Parishes and school systems that wish to have additional campaign materials or mailings beyond what the corporation has approved, must do so at their own expense.

VI. Personal Solicitation and Specific Gift Requests

- Personal solicitation is the endorsed method for conducting the campaign. National statistics indicate a much higher percent of households contribute when asked personally.
- A personal visit to the home of each registered family will enable all to hear the plans for their parish, any associated school and the Diocese. As well, it will allow for questions, discussion of gift opportunities, and the receipt of gifts.
- Personal visits always result in the highest levels of participation and the highest average gift amounts.
- People give to people, and people give if they are asked. Therefore, personal solicitation is critical for a successful capital campaign.
- Specific pledge requests assist both the donor and the solicitor in the decision-making process. In addition, specific requests result in larger contributions. Donors want and need to know what a reasonable gift for them to give is. Asking for a specific gift gives the donor an idea of what they should consider giving.

VII. Donor Evaluation

- All parishioners will be evaluated and assigned to a specific campaign phase and section based on their gift request for the five-year campaign.
- Where as the evaluation needs to include local knowledge regarding the donors' ability to give, each family's current yearly adult envelope giving will provide a starting point for the evaluation.

Campaign Overview

VII. Donor Evaluation (continued)

INDIVIDUAL ADULT ENVELOPE OFFERATORY	CAMPAIGN CODING
\$100 or less	Group A
\$101-\$500	Group B
\$501-\$1,000	Group C
\$1,001-\$1,500	Group D
\$1,501-\$2,500	Group E
\$2,501-\$5,000	Group F
\$5,001 or more	Group G

VIII. Campaign Pledges

- The capital campaign seeks to attract contributions above and beyond the regular offertory support of parishioners. The campaign is an extraordinary event in the history of the Diocese of La Crosse.
- To emphasize long-term commitment to parish, school and diocesan objectives and to allow for extraordinary support, pledges over three to five years will be suggested. While donors are asked to consider giving a cash down payment, one-time cash gifts are not the objective. Cash gifts would not represent the extraordinary nature and principles of the diocesan campaign.

IX. Major Gifts

- Securing gifts of \$10,000 and above is critical to the overall success of the effort.
- Successful major gift solicitations will serve as a strong foundation for subsequent campaign phases.

Campaign Overview

X. Phased Approach

- The campaign will be conducted in phases at all levels.
- Solicitation will occur within several different phases.
- Successful campaigns seek major gifts first and lesser gifts later.

XI. Pastor

- The pastor will lead the campaign in his parish.
- There will be a commitment to actively and openly communicating with the pastors throughout the capital campaign, including a monthly progress report.
- All pastors should understand the campaign's basic timeline, the goals and have a general understanding of the methods utilized to solicit funds.

XII. Leadership

- Leadership will be comprised of the Board of Directors, consisting of lay and clergy leadership to assist Bishop Listecky in overseeing the campaign. The leadership structure will also include volunteers to assist with diocesan-wide major gift solicitations and volunteers at individual parishes.
- The leaders must be personally committed to reaching the campaign goal.
- A successful parish effort requires the recruitment and training of volunteers who are willing to work for the parishes, schools and the Diocese.
- All leadership for the campaign is proactive and agrees to follow the campaign plan and adhere to the timetable. Specific job descriptions and schedules will be provided for each volunteer position.
- Leaders lead by example, sharing in the tasks they ask others to perform.
- Aim to enlist parishioners who are willing and able complete their tasks in a timely fashion and to motivate other volunteers.

Campaign Overview

XII. Leadership (continued)

- The campaign leaders must be committed to helping create a sense of unity throughout the all-parish campaign.
- Although the essential strategies must remain intact to ensure a successful campaign, the individual campaign plans may be adjusted slightly to respond to differences in cultures, demographics and affluence.

XIII. Reporting

- Reporting dates serve as a motivating factor for volunteers to complete their assignments and alert the campaign leadership of areas that may require additional assistance.

Campaign Structure

Bring the whole tithe into the storehouse, that there may be food in my house, and try me in this, says the LORD of hosts: Shall I not open for you the floodgates of heaven, to pour down blessing upon you without measure?

Malachi 3: 10

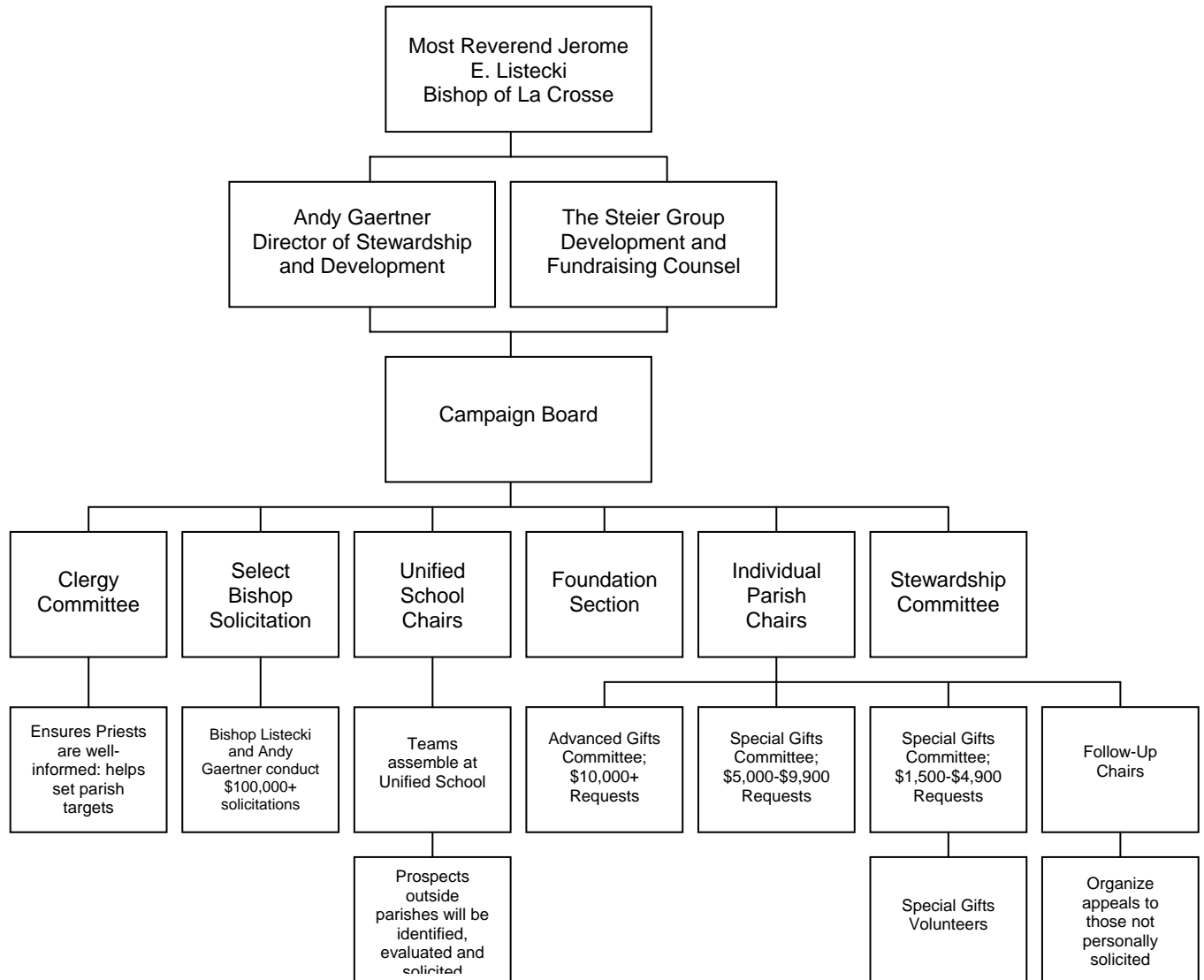
The initial goal of the capital campaign is for each parish to raise one and a half times their parish adult envelope income. To increase awareness regarding the needs across the Diocese, build consensus and support among the clergy and laity, and maximize the funding potential of the campaign, the effort will be structured in the manner outlined below.

Sections	Dates	Objectives
Preparation Phase	April – September 2006	<ul style="list-style-type: none"> ● Incorporate stewardship education. ● Recruit Diocesan Campaign Board. ● Host Bishop visits with clergy and laity. ● Finalize parish goal percentages. ● Set project goals for each parish. ● Incorporate unified school system goals into the campaign. ● Set policies for handling parishes in campaigns. ● Design all campaign promotional materials. ● Create job description manuals. ● Enlist leadership teams. ● Select and prepare materials for pilot parish phase. ● Evaluate parishioners. ● Begin preparations for unified school campaigns. ● Recruit the Clergy Committee. ● Design campaign communications plan so it can be coordinated with Bishop Listecky's schedule. ● Set the timing for clergy solicitations. ● Set policy for pledge tracking and collection.
Pilot Parishes	Mid-August – December 2006	<ul style="list-style-type: none"> ● Implement stewardship education plan. ● Host leadership training. ● Train volunteers on personal solicitation. ● Ensure pastors are well informed about the program. ● Select parishes to participate in the three waves. ● Manage parish Advanced Gifts solicitations. ● Manage parish Special Gifts solicitations. ● Implement school system appeals to audiences outside of supporting parishes. ● Host parish-wide Commitment Sunday. ● Conduct follow up contacts. ● Host campaign celebration event.

Campaign Structure

Pilot Parishes	Mid-August – December 2006	<ul style="list-style-type: none"> • Coordinate pulpit announcements, homilies, bulletin announcements, campaign video and mailings that will be featured during this phase.
Parish Waves (1)	October – April 2007	<ul style="list-style-type: none"> • Implement education plan. • Host leadership training. • Train volunteers on personal solicitation. • Manage parish Advanced Gifts solicitations. • Manage parish Special Gifts solicitations. • Implement school system appeals to audiences outside of supporting parishes. • Host parish-wide Commitment Sunday. • Conduct follow up contacts. • Host campaign celebration event.
Parish Wave (2)	January– June 2007	<ul style="list-style-type: none"> • Implement education plan. • Host leadership training. • Train volunteers on personal solicitation. • Manage parish Advanced Gifts solicitations. • Manage parish Special Gifts solicitations. • Work with Unified School Systems to prepare them for their campaigns to non-parish members of supporting parishes. • Host parish-wide Commitment Sunday. • Conduct follow up contacts. • Host campaign celebration event.
Parish Wave (3)	April – November 2007	<ul style="list-style-type: none"> • Implement education plan. • Host leadership training. • Train volunteers on personal solicitation. • Manage parish Advanced Gifts solicitations. • Manage parish Special Gifts solicitations. • Implement school system appeals to audiences outside of supporting parishes. • Host parish-wide Commitment Sunday. • Conduct follow up contacts. • Host campaign celebration event.
Ongoing Phase	Five Years	<ul style="list-style-type: none"> • The Steier Group will participate in quarterly strategy meetings with the Diocese of La Crosse.

Campaign Structure



Unified School Phase

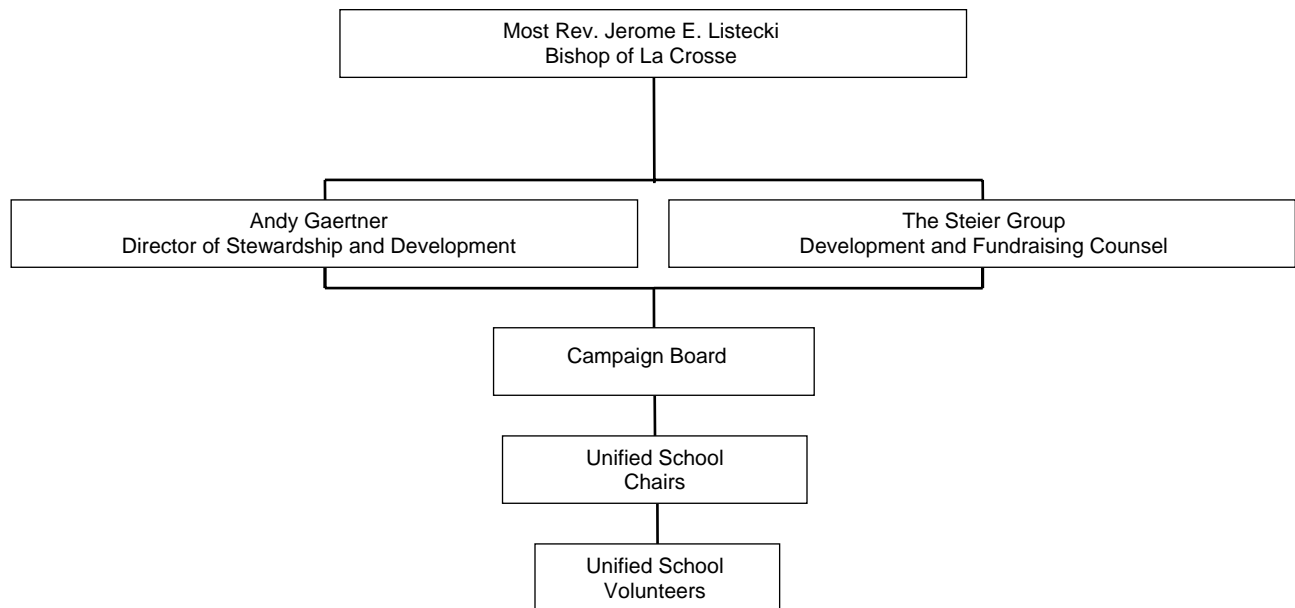
Do not work for food that perishes but for the food that endures for eternal life, which the Son of Man will give you. For on him the Father, God, has set his seal.
John 6: 27

The goal of the Unified School Phase is to solicit all non-Catholic parents, alumni and parents of alumni who live within the Diocese as well as all alumni, past parents and friends that live outside the Diocese. The Unified School Phase will be structured in the manner outlined below:

Objectives	Dates
Conduct preparation activities, including the recruitment of leadership, evaluation of prospects as well as stewardship education.	Dates for each unified school will be based upon the best time for the school system to conduct the campaign.
Complete solicitations in Unified School Phase	November 2007

Note – the plan may run concurrent with their respective supportive parishes.

The organizational chart for the Unified School Phase is below:



This section is under the direct leadership of Bishop Jerome E. ListECKI. The Bishop is assisted by Andy Gaertner and the Office of Stewardship and Development, Campaign Board, the administration and lay volunteers at each school and the Steier Group, whose primary responsibility is the Unified Schools Section. Roles and responsibilities for the Campaign Board and the Unified School Chairs and Volunteers are listed in Addendum A in the back of this booklet.

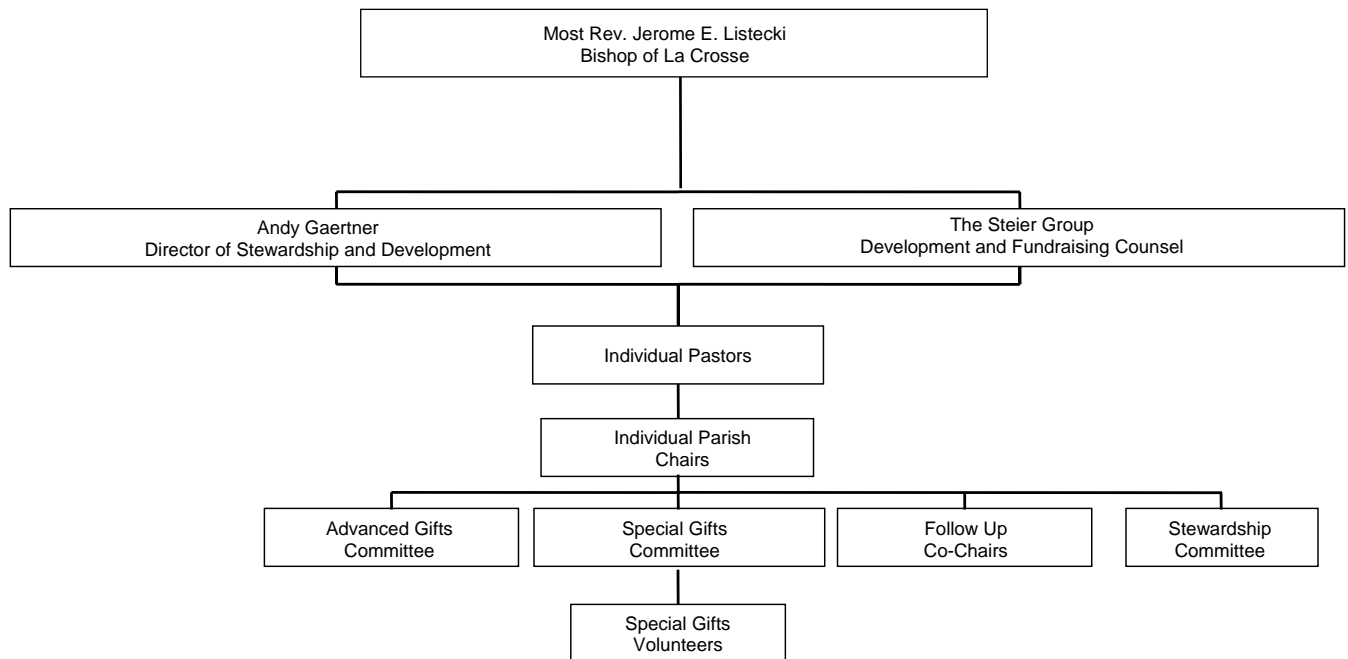
Parish Waves

*Since we have gifts that differ according to the grace given to us,
let us exercise them: if prophecy, in proportion to the faith;
Romans 12: 6*

Parish Wave #1 will be structured in the manner outlined below.

Objectives	Dates
Conduct preparation activities, including the recruitment of leadership and the evaluation of prospects.	September 2006-January 2007
Conduct stewardship education.	January 2007
Conduct personal solicitations.	February-April 2007

The organizational chart for the Parish Wave #1 is below:



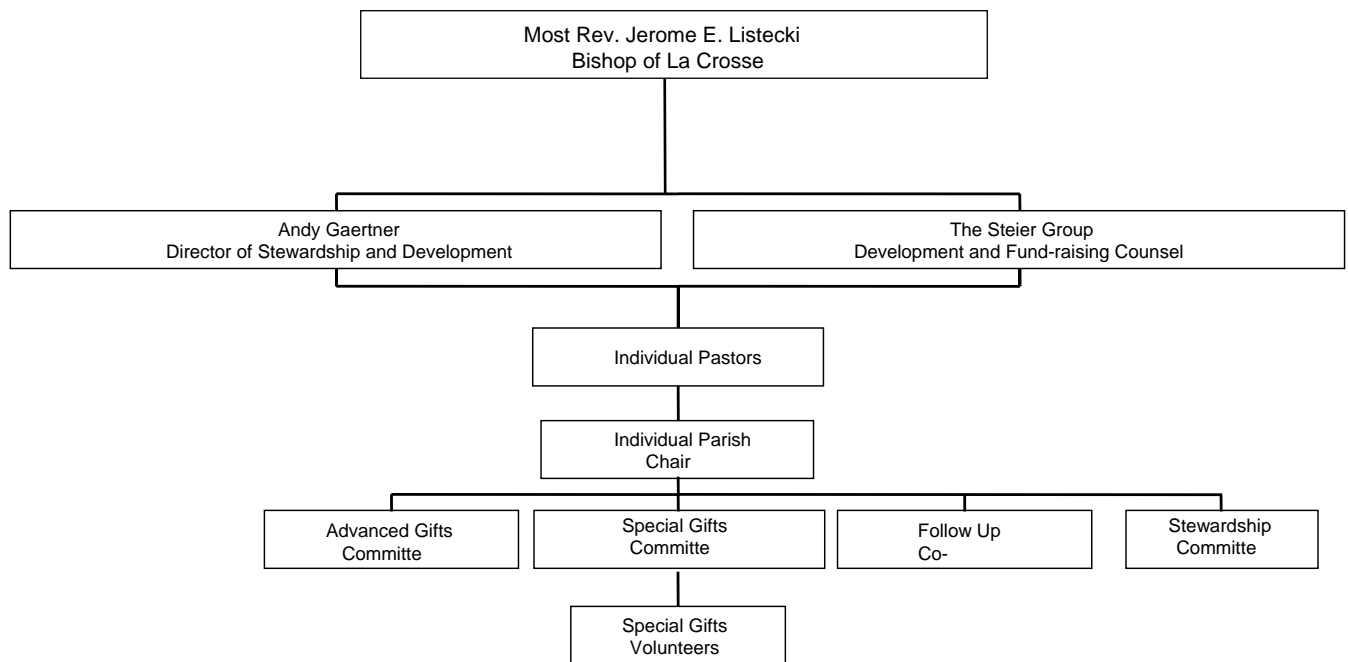
The Wave #1 parishes will be handled by the Steier Group and the Pastors and Parish Chairs from the individual parishes. Roles and responsibilities for Pastors and Individual Parish Chairs, the Advanced Gifts Committee, Special Gifts Committee, Special Gifts Volunteers, Stewardship Committee as well as Follow Up Co-Chairs are listed in Addendum A in the back of this booklet.

Parish Waves

Parish Wave #2 will be structured in the manner outlined below:

Objectives	Dates
Conduct preparation activities, including the recruitment of leadership and the evaluation of prospects.	January 2007-March 2007
Conduct stewardship education.	March 2007
Conduct personal solicitations.	April-June 2007

The organizational chart for the Parish Wave #2 is below:



The Wave #2 parishes will be handled by the Steier Group and the Pastors and Parish Chairs from the individual parishes. Roles and responsibilities for Pastors and Individual Parish Chairs, the Advanced Gifts Committee, Special Gifts Committee and Special Gifts Volunteers, and the Follow Up Co-Chairs are listed in Addendum A in the back of this booklet.

Diocesan Financial Information

Consider this: whoever sows sparingly will also reap sparingly, and whoever sows bountifully will also reap bountifully. Each must do as already determined, without sadness or compulsion, for God loves a cheerful giver.

Moreover, God is able to make every grace abundant for you, so that in all things, always having all you need, you may have an abundance for every good work.

2 Corinthians 9: 6-8

Distribution of Funds – 16.5%

Goal	Percent	\$40,000,000	\$50,000,000	\$60,000,000	\$70,000,000	Long Term Need
Seminarian Education	20%	\$1,320,000	\$1,650,000	\$1,780,000	\$1,910,000	\$3,000,000
St. Joseph Priest Fund	15%	\$990,000	\$1,237,500	\$1,335,000	\$1,432,500	\$2,000,000
Lay Retirement	25%	\$1,650,000	\$2,062,500	\$2,228,000	\$2,390,500	\$4,500,000+
Diocesan Loan Repayment	24%	\$1,584,000	\$1,980,000	\$2,170,000	\$2,365,000	\$5,000,000
HCDC Renovations	6%	\$396,000	\$495,000	\$630,000	\$760,000	\$1,500,000
Youth Ministry	5%	\$330,000	\$412,500	\$445,000	\$477,500	\$1,000,000
Catholic Charities	5%	\$330,000	\$412,500	\$445,000	\$477,500	\$1,000,000
Overall Total	100%	\$6,600,000	\$8,250,000	\$9,033,000	\$9,813,000	\$18,000,000

(Note 3.5% of dollars raised towards Diocesan shared programs will be used to cover campaign expenses. This expense has already been reflected in the “overall total” portion of the chart. In addition, once a parish reaches their target goal of 1.5 times adult envelope offertory income, the percent the parish contributes towards shared Diocesan needs decreases to 10%. If a parish goes over their adult offertory income by more than 2.5 times, the percent the parish contributes towards Diocesan needs decreases to 3.5 %.)

Diocesan Financial Information

Experience has demonstrated that an effort like the all-parish campaign will not affect individual parish revenue adversely for the following reasons:

- The campaign seeks funds above and beyond current levels of support. The extraordinary nature of the campaign will make clear to Catholics that they are being asked to make a special commitment.
- An intensive campaign that stresses stewardship raises the awareness of the laity to the needs of the Church. Experience shows that when the laity is educated about the needs of the Church, they respond generously.
- The experience in other Dioceses has shown that capital campaigns have not had an adverse effect on their annual appeal solicitations. Parishioners will be asked to continue to support the Diocesan Annual Appeal. Campaign gifts should be above their current support.

Communication and Public Awareness

Catholic Institution vehicles that will be used include, but are not limited to, the following:

- Stewardship Video: This presentation would be shown during the stewardship education phase of the capital campaign.
- Bishop's and/or Diocesan Curia Visits: Bishop Listecky and/or a member of the Curia will visit parishes and towns throughout the Diocese to meet with the parishioners to discuss the campaign.
- Bulletin Announcements: The campaign will be promoted every week during the Parish Phase of the effort in all parish bulletins throughout the Diocese.
- Campaign Materials: Brochures and case statements will be developed and distributed to all Catholic households during the effort, outlining in detail the goals and the benefits of the effort.
- Commitment Sunday: Parishioners will be asked to complete campaign pledge cards in their pews during this "wrap up" portion of the campaign.
- Catholic Times Newspaper: Press releases and advertisements will be sent regularly to the Catholic Times throughout the effort.
- Campaign Celebration: At the successful conclusion of the efforts, the Diocese will promote and host an all-parish celebration.

Addendum A – Campaign Job Descriptions

*But let our people, too, learn to devote themselves to good works
to supply urgent needs, so that they may not be unproductive.*

Titus 3: 14

The following job descriptions are included in Addendum A:

GENERAL CAMPAIGN LEADERSHIP POSITIONS

- Campaign Board
- Clergy Committee

UNIFIED SCHOOL PHASE LEADERSHIP POSITIONS

- Unified School Chairs
- Unified School Volunteers

PARISH PHASE LEADERSHIP POSITIONS

- Pastor
- Individual Parish Chairs
- Individual Parish Stewardship Chairs
- Parish Stewardship Committee
- Parish Advanced Gifts Committee
- Parish Major Gifts Committee
- Parish Special Gifts Committee
- Parish Special Gifts Volunteers
- Parish Follow-Up Chairs
- Parish Campaign Secretary

Addendum A – Campaign Job Descriptions

CAMPAIGN BOARD

- Serve as the Steier Group’s primary contact for the Diocese of La Crosse’s capital campaign, providing input regarding the overall direction of the effort.
- Attend regularly scheduled meetings throughout the campaign to supply insight and offer strategies to ensure success.
- Openly support the goals of the campaign.
- Make a significant gift to the campaign.
- When possible, attend special campaign gatherings throughout the Diocese to show your support of the campaign leaders and volunteers.
- Help evaluate prospective major gift donors regarding their ability and willingness to financially support the effort.
- Assist in providing information regarding prospective major gift donors.
- Accept responsibility for following the plan and timetable for the all-parish campaign.
- Provide names of individuals as prospects for leadership in the campaign’s phases.
- Provide input and assist in select solicitations with identified corporate and foundation prospects.
- Assist, as necessary, in the recruitment of the chairs and committee members for the Major Gifts Phases. Also assist, if necessary, in the recruitment of the Unified School Chairs and Parish Phase Chairs.
- Assist in the solicitation of 5-10 of the Diocese’s most supportive parishioners.

Addendum A – Campaign Job Descriptions

CLERGY COMMITTEE

- Advise and assist with clergy solicitations.
- Openly support the goals of the campaign.
- Make a gift to the campaign.

Addendum A – Campaign Job Descriptions

UNIFIED SCHOOL CHAIRS

- Attend regularly scheduled meetings throughout the campaign to supply insight and offer strategies to ensure success. (Approximately one or two meetings will be conducted each month.)
- Provide names of individuals as prospects for leadership in your unified school system. Recruit 5-10 volunteers to conduct solicitations in your unified school system. The Office of Stewardship and Development, the Campaign Board and the Steier Group will assist with the enlistment of these leaders as necessary.
- Openly support the goals of the campaign.
- Make a significant gift to the campaign.
- Assist in generating and presenting campaign reports from your unified school system for review at the Executive Committee meetings.
- Help evaluate prospective donors within your unified school system regarding their ability and willingness to financially support the effort.
- Assist in providing information regarding prospective donors.
- Accept responsibility for following the plan and timetable designed for your specific Unified School Phase of the campaign.
- Assist in the solicitation of 5-10 of your unified school system's prospects, requesting their consideration of five-year pledges.

Addendum A – Campaign Job Descriptions

UNIFIED SCHOOL VOLUNTEERS

- Attend regularly scheduled meetings to report on the section’s progress and offer strategies to ensure success. (Approximately one meeting will be conducted each month.)
- Openly support the goals of the campaign.
- Make a gift to the campaign.
- Help evaluate prospective donors from your unified school system regarding their ability and willingness to financially support the effort.
- Assist in providing information regarding prospective donors from your unified school system.
- Accept responsibility for following the plan and timetable designed for your specific Unified School Phase of the campaign.
- Assist in the solicitation of 5-10 of your deanery’s major gift prospects, requesting their consideration of five-year pledges.

Addendum A – Campaign Job Descriptions

PASTOR

- Recruit Parish Chairs, Major Gifts Committee, Advanced Gifts Committee, Special Gifts Committee, Stewardship Chairs, Follow Up Chairs, and a campaign secretary.
- Attend regularly scheduled meetings during your parish's campaign. (Approximately two meetings will be conducted each month.) The Advanced Gifts Committee, Special Gifts Committee, Special Gifts Volunteers, Stewardship Chairs, Follow Up Chairs and campaign secretary will also attend.
- For Pilot Phase Parishes, these meetings will be held from May-December 2006.
 - ◆ For Wave #1 Parishes, these meetings will be held from September 2006-April 2007.
 - ◆ For Wave #2 Parishes, these meetings will be held from December 2006-June 2007.
 - ◆ For Wave #3 Parishes, these meetings will be held from August 2007-December 2007.
- Demonstrate an interest, concern, and support for the capital campaign and the needs that it will address.
- Evaluate prospective campaign donors regarding their ability and willingness to financially support the effort.
- Ensure that your parish follows the recommended campaign procedures and guidelines provided by the Campaign Board.
- Assist with select gift solicitations.
- Speak positively about the campaign, dedicating one homily to the effort.
- Make a personal pledge in support of the effort.

Addendum A – Campaign Job Descriptions

INDIVIDUAL PARISH CHAIRS

- Assist the pastor in recruiting the Major Gifts Committee, Advanced Gifts Committee, Special Gifts Committee, Stewardship Chairs, and Follow Up Chairs at your parish.
- Attend regularly scheduled meetings during your parish's campaign. (Approximately two meetings will be conducted each month.) The Advanced Gifts Committee, Special Gifts Committee, Special Gifts Volunteers, Follow Up Chairs and campaign secretary will also attend.
- For Pilot Phase Parishes, these meetings will be held from May-December 2006.
 - ◆ For Wave #1 Parishes, these meetings will be held from September 2006-April 2007.
 - ◆ For Wave #2 Parishes, these meetings will be held from December 2006-June 2007.
 - ◆ For Wave #3 Parishes, these meetings will be held from August 2007-December 2007.
- Supervise the assignment of prospects to the Advanced Gifts, Major Gifts and Special Gifts Sections of your parish's campaign.
- Assist the Stewardship Chair with the implementation with the Parish's Campaign Stewardship Plan.
- Appoint an alternate Chair to oversee the meetings that you are unable to personally attend.
- Openly support the goals of the campaign.
- Attend campaign leadership training meeting.
- Make a major gift to the campaign.
- Help evaluate prospective campaign donors regarding their ability and willingness to financially support the effort.
- Assist in providing information regarding prospective donors.
- Accept responsibility for following the plan and timetable for the parish's campaign.
- Assist in the solicitation of 5-10 of the parish's most supportive members, requesting their consideration of five-year pledges \$10,000 or higher.
- Ensure that a weekly report is sent to the Diocese during the solicitation phase of your parish's campaign.

Addendum A – Campaign Job Descriptions

INDIVIDUAL PARISH STEWARDSHIP CHAIRS

- Recruit the Campaign Stewardships Committee at your parish.
- Assist the Pastor with the implementation of the Campaign Stewardship Plan as outlined in the Campaign Stewardship Manual.
- Attend regularly scheduled meetings during your parish's campaign. (Approximately two meetings will be conducted each month.) The Advanced Gifts Committee, Special Gifts Committee, Special Gifts Volunteers, Follow Up Chairs and campaign secretary will also attend.
- For Pilot Phase Parishes, these meetings will be held from May-December 2006.
 - ◆ For Wave #1 Parishes, these meetings will be held from September 2006-April 2007.
 - ◆ For Wave #2 Parishes, these meetings will be held from December 2006-June 2007.
 - ◆ For Wave #3 Parishes, these meetings will be held from August 2007-December 2007.
- Appoint an alternate Chair to oversee the meetings that you are unable to personally attend.
- Openly support the goals of the campaign.
- Attend campaign leadership training meeting.
- Make a major gift to the campaign.

Addendum A – Campaign Job Descriptions

PARISH STEWARDSHIP COMMITTEE

- Attend regularly scheduled meetings during your parish’s campaign. (Approximately two meetings will be conducted each month.) The Advanced Gifts Committee, Special Gifts Committee, Special Gifts Volunteers, Follow Up Chairs and campaign secretary will also attend.

- For Pilot Phase Parishes, these meetings will be held from May-December 2006.
 - ◆ For Wave #1 Parishes, these meetings will be held from September 2006-April 2007.
 - ◆ For Wave #2 Parishes, these meetings will be held from December 2006-June 2007.
 - ◆ For Wave #3 Parishes, these meetings will be held from August 2007-December 2007.

- Assist the Parish Stewardship Chair with the implementation of the Campaign Stewardship Plan as outlined in the Stewardship Guidebook.

- Openly support the goals of the campaign.

- Make a gift to the campaign.

Addendum A – Campaign Job Descriptions

PARISH ADVANCED GIFTS COMMITTEE

- Attend regularly scheduled meetings during your parish’s campaign. (Approximately two meetings will be conducted each month.) The Advanced Gifts Committee, Special Gifts Committee, Special Gifts Volunteers, Stewardship Chairs, Follow Up Chairs and campaign secretary will also attend.

- For Pilot Phase Parishes, these meetings will be held from May-December 2006.
 - ◆ For Wave #1 Parishes, these meetings will be held from September 2006-April 2007.
 - ◆ For Wave #2 Parishes, these meetings will be held from December 2006-June 2007.
 - ◆ For Wave #3 Parishes, these meetings will be held from August 2007-December 2007.

- Openly support the goals of the campaign.

- Make a leadership gift to the campaign.

- Help evaluate prospective Advanced Gifts donors regarding their ability and willingness to financially support the effort.

- Assist in providing information regarding prospective donors.

- Accept responsibility for following the plan and timetable for the Advanced Gifts Section.

- Assist in the solicitation of 5-10 of the parish’s most supportive members, requesting their consideration of five-year pledges \$10,000 or higher.

Addendum A – Campaign Job Descriptions

PARISH MAJOR GIFTS COMMITTEE

- Attend regularly scheduled meetings during your parish’s campaign. (Approximately two meetings will be conducted each month.) The Advanced Gifts Committee, Special Gifts Committee, Special Gifts Volunteers, Stewardship Chairs, Follow Up Chairs and campaign secretary will also attend.

- For Pilot Phase Parishes, these meetings will be held from May-December 2006.
 - ◆ For Wave #1 Parishes, these meetings will be held from September 2006-April 2007.
 - ◆ For Wave #2 Parishes, these meetings will be held from December 2006-June 2007.
 - ◆ For Wave #3 Parishes, these meetings will be held from August 2007-December 2007.

- Openly support the goals of the campaign.

- Make a leadership gift to the campaign.

- Help evaluate prospective Major Gifts donors regarding their ability and willingness to financially support the effort.

- Assist in providing information regarding prospective donors.

- Accept responsibility for following the plan and timetable for the Major Gifts Section.

- Assist in the solicitation of 5-10 of the parish’s Major Gifts Section prospects, requesting their consideration of five-year pledges ranging from \$5,000 to \$9,999.

Addendum A – Campaign Job Descriptions

PARISH SPECIAL GIFTS COMMITTEE

- Attend regularly scheduled meetings during your parish's campaign. (Approximately two meetings will be conducted each month.) The Advanced Gifts Committee, Special Gifts Committee, Special Gifts Volunteers, Stewardship Chairs, Follow Up Chairs and campaign secretary will also attend.
- For Pilot Phase Parishes, these meetings will be held from May-December 2006.
 - ◆ For Wave #1 Parishes, these meetings will be held from September 2006-April 2007.
 - ◆ For Wave #2 Parishes, these meetings will be held from December 2006-June 2007.
 - ◆ For Wave #3 Parishes, these meetings will be held from August 2007-December 2007.
- Assume the responsibility for recruiting 5-10 Special Gift Volunteers at your parish.
- With the assistance of the Parish Chairs, supervise the assignment of prospects to the Special Gifts Section.
- Accept reports from Special Gifts Volunteers at report meetings.
- Openly support the goals of the campaign.
- Make a gift to the campaign.
- Help evaluate prospective campaign donors regarding their ability and willingness to financially support the effort.
- Assist in providing information regarding prospective donors.
- Accept responsibility for following the plan and timetable for the Special Gifts Section.
- Assist in the solicitation of 5-10 of the parish's Special Gifts Section prospects, requesting their consideration of five-year pledges ranging from \$1,500 to \$4,999.

Addendum A – Campaign Job Descriptions

PARISH SPECIAL GIFTS VOLUNTEERS

- Attend regularly scheduled meetings during your parish’s campaign. (Approximately two meetings will be conducted each month.) The Advanced Gifts Committee, Special Gifts Committee, Special Gifts Volunteers, Stewardship Chairs, Follow Up Chairs and campaign secretary will also attend.

- For Pilot Phase Parishes, these meetings will be held from May-December 2006.
 - ◆ For Wave #1 Parishes, these meetings will be held from September 2006-April 2007.
 - ◆ For Wave #2 Parishes, these meetings will be held from December 2006-June 2007.
 - ◆ For Wave #3 Parishes, these meetings will be held from August 2007-December 2007.

- Openly support the goals of the campaign.

- Attend solicitation training meetings.

- Make a gift to the campaign.

- Help evaluate prospective campaign donors regarding their ability and willingness to financially support the effort.

- Assist in providing information regarding prospective donors.

- Accept responsibility for following the plan and timetable for the Special Gifts Section.

- Assist in the solicitation of 5-10 of the parish’s Special Gifts Section prospects, requesting their consideration of five-year pledges ranging from \$1,500 to \$4,999.

Addendum A – Campaign Job Descriptions

PARISH FOLLOW-UP CHAIRS

- At the conclusion of the Special Gift Section, coordinate final appeals to all parishioners who have not yet responded to the campaign. The Office of Stewardship and Development, the Steier Group, the pastor and the Parish Chairs will assist.
- For Pilot Phase Parishes, these meetings will be held from May-December 2006.
 - ◆ For Wave #1 Parishes, these meetings will be held from September 2006-April 2007.
 - ◆ For Wave #2 Parishes, these meetings will be held from December 2006-June 2007.
 - ◆ For Wave #3 Parishes, these meetings will be held from August 2007-December 2007.
- Secure a location, date(s) and time for the campaign phone-a-thons.
- Recruit 10-20 volunteers to assist with the campaign phone-a-thons. Volunteers will contact those who were not reached during the other segments of the effort.
- Ensure that volunteers are in place for all of the phone-a-thon calling nights.
- After the phone-a-thon, assist in coordinating a sweep mailing to all prospects that have not yet responded.
- Openly support the goals of the campaign.
- Attend solicitation training meetings.
- Make a gift to the campaign.
- Accept responsibility for following the plan and timetable for the follow-up appeal.

Addendum A – Campaign Job Descriptions

PARISH CAMPAIGN SECRETARY

- Coordinate all campaign mailings to the parishioners.
- Assist the Steier Group in preparing materials for all campaign meetings for the parish.
- Coordinate the preparation of campaign-related materials, including the Intention Cards, for the parish.
- Attend regularly scheduled meetings during your parish's campaign. (Approximately two meetings will be conducted each month.)
- For Pilot Phase Parishes, these meetings will be held from May-December 2006.
 - ◆ For Wave #1 Parishes, these meetings will be held from September 2006-April 2007.
 - ◆ For Wave #2 Parishes, these meetings will be held from December 2006-June 2007.
 - ◆ For Wave #3 Parishes, these meetings will be held from August 2007-December 2007.
- Keep list of parishioners updated.
- Assist the Steier Group with the review of campaign print outs in order to ensure accuracy.
- Complete weekly solicitation reports and forward all pledge cards and payments to the campaign lock box.
- Review donor reports from the campaign office to ensure accuracy.
- Consider a gift to the campaign.

Note – depending on the pledge tracking and collection procedures, responsibilities may need to be added.