

Cultivating Donor Relationships

Office of Stewardship and Development

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The Mission and Ministry of Fundraising

- The decision to give is an emotional one
- The donor cares about you and those you serve
- You are asking people to contribute and join you in a compelling cause
- People would rather say “yes” than “no”

Needs vs. Ministry

Need

- Ensuring S&HD Collections meet budget projections
- Securing funding to assist with tuition assistance

Ministry

- Opportunity to encourage all households to celebrate the Holy Eucharist weekly/daily
- Giving a child the opportunity to attend a Catholic School in which he or she will receive an excellent education and be exposed to the teachings of the Church daily

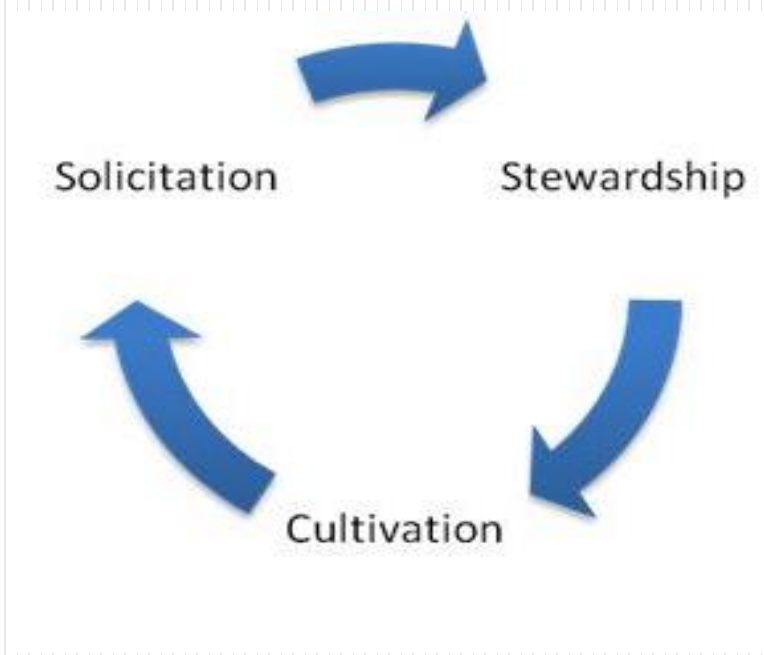
The parish offers solutions to challenges and problems and allows the donor to be part of the experience.

Archbishop Tobin's Homily

“When we act generously we are acting like Christ.”

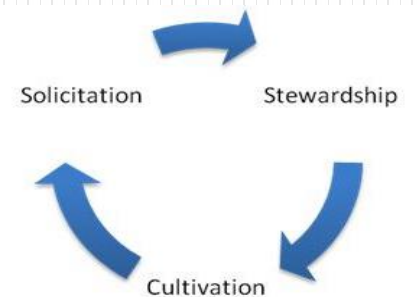
“ If we loose sight of our mission then all hope will be lost.”

If You Feel Overwhelmed Start Simple



Cultivation

To engage and maintain the interest and involvement of (a donor, prospective donor or volunteer) with an organization's people, programs and plans



Cultivation Actions

- Phone call or visit
- Personal tour
- Newsletter or stewardship update
- Donor involvement/advice on important issues impacting the parish
- Personal invitation to serve on a committee

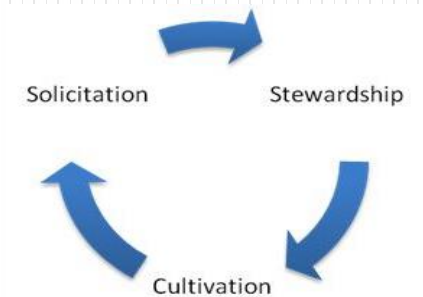
Why Cultivate?

We want our donors to make an informed choice to give – a choice he or she will continue to feel good about.

We want to reaffirm that a donor's decision was the right decision. (Buyer's Remorse)

Solicitation

- How to ask
- Why to ask
- Won't they give if they want to?



Where to start - *prioritize*

- You can't reach everyone on a personal level
- Who are the top 10? Top 25?
 - Top contributors
 - Consistent donors (ie, monthly quarterly or annually)
 - Self-identified planned giving donors
- How can you effectively reach this group?

Many Ways to Ask

- Personal or Face-to-Face Visit
- Personal Letter
- Personal Telephone Call
- Personalized Letter
- Telephone Solicitation
- Impersonal letter or direct mail
- Impersonal telephone/telemarketing
- Event Fundraising

People Give Because

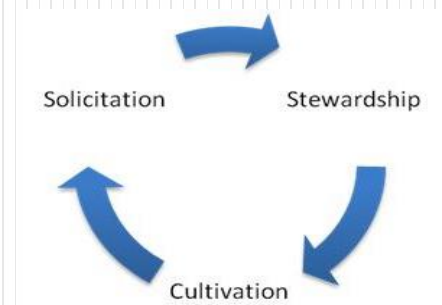
- They believe in the mission
- They are loyal to or have involvement
- They have personal experiences or concern for the people served by the mission
- They have connections to the people who work for or benefit from the parish
- *Because they are asked!*

Effective Fundraising

The right person asking
the right prospect
for the right gift
for the right program
at the right time
in the right way.

Stewarding the Gift

- Thank you letters
- Thank you phone calls
- Accountability report focusing on how dollars were used and how this ties to your mission and vision



Example of Accountability

EMERGENCY OUTREACH

Due to your generous donations of treasure, the Emergency Assistance Ministry of Outreach Commission was able to provide the following assistance to parishioners and Johnson County residents during the month of May 2013:

| | |
|----------------------------------|-----------|
| Food: | \$ 190.00 |
| Utility Assistance: | \$ 720.00 |
| Gas: | \$ 75.00 |
| Rental Assistance/Cristian help: | \$ 150.00 |

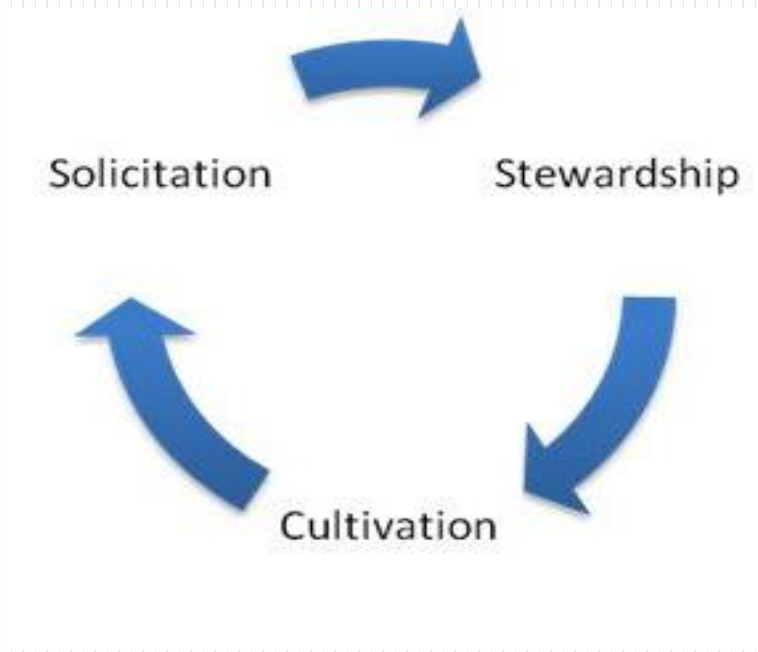
Members of the Outreach Commission thank you for your generous and continued support of the less fortunate. We were able to help 14 families during May, including 4 referrals for help with clothing and household items. Also, The Harvest Food Pantry of Saints Francis & Clare was able to provide groceries to 50 households in May.

Make it Personal

Who gave you a gift?

- “Dear Friend” / “Dear Parishioner”
- *“Dear Sally and John”*

Continue to Keep it Simple



Giving is a Ministry

Stewardship:

What we do with what we have when we believe in God.