



Development and Fundraising

Although Partners in the Gospel will be a primary focus during this time, the day-to-day work of the parish continues. This section provides guidance on fundraising and development work during Phase One.

Fundraising is a ministry

Fundraising is a ministry that gives people the opportunity to support causes important to them. Father Henri Nouwen wrote a book entitled, "[The Spirituality of Fundraising](#)," which is an excellent primer for how to approach fundraising and may be valuable for team members who are new to it. It helps articulate the world of stewardship and development:

- **Stewardship** is an expression of discipleship. It is the response of a disciple who acknowledges God's blessings and gives back to God and the community what we have freely received. Stewardship in a parish setting means each member of the community gives time, talent, and treasure to build the community and further the mission of Christ and the Church.
- **Development** creates opportunities for community building and deeper engagement. It is the key to forming and strengthening relationships within the community. Development focuses on the cultivation and solicitation of donors. It is future oriented, providing opportunities for new ministries and new engagement.

Opportunities in Phase One

Keep donors informed

Keeping parishioners informed about Partners in the Gospel and its progress, as well as providing opportunities to have direct access to new pastoral leaders are essential to maintaining donor confidence in parish families and schools.

Maintain a positive outlook and communicate a positive vision to the parish community. Be transparent about how parishioners' resources support ministries and clearly communicate what the needs are for the parish family. Prepare an annual family parish report that reviews what happened over the past fiscal year. This report may include elements like ministry stories, the number of sacraments, a general financial statement, events and happenings, and milestones. You may wish to involve your parish and finance councils in preparing the report along with school advisory team members. Share the report via email, your newsletter, and website with the entire parish family.

Best practice recommends each parish in the parish family hold an annual “State of the Parish” and “State of the School” presentation for the community and prepare an annual family parish report. These presentations typically outline the strategic goals for the year, the financial picture, and the great work taking place. It’s an excellent opportunity to share stories, promote volunteer opportunities and be transparent about challenges the parish may face.

In Phase 1, the “State of the Parish” or “State of the School” presentation should also include a section about the whole parish family. It could highlight the new teams that have formed, the work underway, as well as a high-level snapshot of the financial picture at each parish and across the parish family. It is also an opportunity to educate parishioners about the unique financial needs of each parish in the parish family.

Avoid major new fundraising initiatives

This period of significant transition will not be the time for any new major capital campaigns. Instead, take advantage of this time to start envisioning the future and getting to know the people in the parish family. Relationship-building is the cornerstone of all efforts and focus should remain here, rather than kicking-off any new fundraising campaigns.

Relationship-building can take the form of community events, hospitality around Mass, welcoming new parishioners and other engagement efforts.

Maintain current fundraising

Even though parishes are in a parish family, each parish remains a distinct parish canonically with separate finance councils and finances until the parish family is canonically combined into one new parish. This means that tax statements will need to be generated from each parish using ParishStaq. Donations made by parishioners will be available online with ParishStaq and/or the ParishStaq app. Parishioners can log in and view their donations in real time.

With separate finances, a few fundraising elements remain intact:

- **The Annual Catholic Appeal** will continue to run as usual. Parishes will be viewed individually and will each have an individual target goal until they are formed as one canonical parish. While we are in this transition period prior to becoming one canonical family, if one parish in a family exceeds their ACA goal and one falls short, then the former would receive a rebate and the latter would receive a bill.

The parish family can decide internally, with input from the finance councils, if they want to move money from the first rebate to the parish with the bill. Any transfer of funds would follow the rules and protocols that the parish family has agreed upon for moving money from one parish to another.

- **Planned Giving** efforts should continue. Bequests to an individual parish, along with all parish assets, will be assumed by the newly formed parish. This happens after the parish family has developed its One Parish Plan and begins the process of becoming one canonical parish, which is estimated to begin in three years (2027). If a gift is made to a particular parish within a parish family, the gift will remain with that parish until the financial accounts are combined upon the formation of one canonical parish.

- **Stewardship campaigns** will continue at each individual parish during this transitional period. This campaign provides a great opportunity to remind people of the importance of stewardship and giving of their time, talent, and treasure while highlighting the great ministries and volunteer opportunities. However, to promote unity, a parish family could opt to run the stewardship campaign as one unit. Please contact the Development team for more details.
- **Capital campaigns** oriented towards a new project should be taken up at the family level.

Please note that major facility projects that require fundraising should be shared with the Chancery Building and Construction team. Current guidance recommends that parishes ensure the safety and maintenance of their parish and school campus. Fundraising for these urgent needs may continue. (i.e.: need for new roof or HVAC.)

- **National, mission and special collections** (e.g. Rice Bowl, CCHD) can be taken up at the parish or parish family level at the discretion of the pastor. Collection funds will be remitted to the Chancery in the same way in either case.
- **Restricted Funds** need to continue to be used as originally intended by the donor.

Hopeful news from others

In the Archdiocese of Cincinnati, where a similar restructuring process was implemented in 2022, there has **not** been a significant shift in giving either at the parish level or at the archdiocesan level.

Cincinnati's Annual Appeal raised more funding in 2023 than in prior years, though the number of donors declined. It is good news to learn that any dissatisfaction with the restructuring in Cincinnati did not lead to a dramatic decrease in giving.