



INSTITUTE OF SCHOOL & PARISH DEVELOPMENT

*Bringing People,
Process, and Ministry Together to Build the
Kingdom of God.*

The True Meaning of DEVELOPMENT

After many years of working with Catholic parishes and schools, *we believe there needs to be a clearer understanding of the word Development in the Catholic Church.* Here at the Institute of School and Parish Development (ISPD), we do not believe in the limited sense of *Development* as fundraising or collection taking. It is not campaigning. It is not short term. It is not bingo. Understood fully, *Development means to grow. Development means to move forward positively. Development is the meaningful involvement of people in your mission and vision for the future.*

ISPD's experience working with Catholic institutions since 1989 confirms that when Catholic parishes and schools live as strong faith communities, when they understand the true meaning of *Development* and engage people in their mission, vision, values, and goals, they are positioned to reach full spiritual fruition as well as become financially secure and vibrant.

It begins with a *personal invitation* to those individuals who have already been involved with you for years. But that is only the beginning. More than half of your invitations should be extended to those who are new to involvement, to those who have rarely, if ever, gotten involved before. *When a Catholic parish or school is able to merge together, those involved with those who have been uninvolved, the old and the new, a synergy emerges – one that is both dynamic and powerful.*

These united people, because they feel ownership and a broadened sense of responsibility, will lead the parish and/or school to new places of fullness and to new channels of resources: people, finances, skills, connections, and more. They will become true “stewards,” eager to share their many gifts of prayer, involvement and financial contributions with your institution because it has become theirs as well. And their spirit will be contagious. They will invite other “uninvolveds” to take action. Then “they” will become “we.”

And then we, as Catholic parishes and schools, will become more stable. Then we will become more viable. Then we will become well-positioned for the future.

We will stand stronger as one holy, catholic, and apostolic Church.

“We believe that Development is the meaningful involvement of people in your Catholic institution’s mission and vision for the future.”

Mission

The Institute of School and Parish Development is challenged to serve Catholic parishes, schools, and dioceses by helping them create and establish long-term development, communication, resource, and revenue generating processes that engage people and invite tangible and intangible resources from the community. *We bring people, process, and ministry together to build the Kingdom of God.*

About ISPD

Established in 1989, ISPD is a national Catholic Development consulting firm headquartered in the New Orleans, Louisiana area. Our past and present clients, more than 5,000 Catholic schools, parishes, and dioceses across the country, invite us to join their efforts to truly develop their institutions. Does that mean we help to generate financial revenue? Of course it does; in fact, *over the years our processes have generated millions of dollars for our clients.*

But we firmly believe *Development* is more than just raising money, especially when it comes to Catholic institutions. *Development* is building a strong base of individuals to become the spiritual, organizational, and financial leaders of your Catholic school or parish. It is an important endeavor to ensure the long term viability of your parish or school.

ISPD associates understand the challenges facing today’s Catholic schools and parishes, not because the need is predictable and unilaterally alike, but because we are leaders in our own Catholic institutions. We are past and present educators and administrators of Catholic schools, directors of parish development offices, parents of Catholic school children, members of parish councils, and leaders of Catholic ministries.

We have personally felt the need, and we have been motivated to become a part of the solution.

Catholic institutions trust ISPD:

- To guard their individuality and unique identity
- To approach *Development* from a uniquely Catholic perspective
- To initiate fresh, feasible, and productive planning, marketing, communication, and resource *Development* ideas
- To involve people, internally and externally, to act on those ideas
- To empower institutions to explore new possibilities and new vision
- To provide a tangible return on investment in terms of people involved, processes initiated, and revenue generated

ISPD helps institutions develop their true foundation, a strong, solid base of people who will become the spiritual, organizational, and financial leaders of that institution.

“The effective dimension of the ISPD strategic process is that it invites and involves many people into the planning. It treats development as a ministry and not just fundraising. It builds a base for the foundation of the planning process.” – Fr. Jim Manning, President, Alter High School, Kettering, Ohio

“ISPD provided us the tools we needed to take our development process to a new level. The process was all about engaging people and their talents, ensuring our success today and tomorrow.” – Charlie Kessen, Volunteer Chairperson of St. Aloysius Elementary School, Bowling Green, Ohio



“We believe there is a big difference between Development dollars and fundraising dollars. One invites people to invest in the future of the Catholic institution, the other limits itself to ‘buy and sell’ thinking.”

ISPD’s History

One of the first in the country to realize that *Development* was the future for our Catholic institutions, Frank Donaldson, President, has been preaching the gospel of meaningful involvement and engagement for more than 23 years. Along the way, Frank has had the vision to establish sound processes for long-range planning, strategic planning for *Development*, *Development* office setup, annual fund organization, capital campaign management, and total stewardship implementation.

Beginning as a teacher, an administrator and then a development director, Frank left the classroom behind to found ISPD. Since then the firm has grown and prospered under his care with the *philosophy that Development is a ministry centered in the meaningful involvement of people in an institution’s mission and vision.*

How is ISPD Different?

The ISPD difference is in our definition of *Development*, for you should know that *a Catholic Development company is vastly different from a*

non-profit fundraising company. Do we generate revenue? Of course we do. But money is not our primary focus or our ultimate goal. We believe that the Church should not center around the dollar bill, but around people.

The ministry of *Development* seeks to engage people to believe in a vision and plan for an institution and to invite them, as stewards, to share their gifts to make that vision come alive. Those “gifts” are many and varied. They are gifts of wisdom, time, talent, finances, relationships, expertise, and prayer. Ultimately, they are gifts of self. And they exist in abundance in every community.

Consulting Processes

An ISPD associate, experienced and knowledgeable in Catholic parish and school *Development*, will work one-on-one with your institution, helping formulate long-term strategies unique to your needs and goals. *The result is engagement of people, sustained financial stability, and clear plans for the future.*

Consulting Services

On-Site Assessment

- Every ISPD process begins with an on-site assessment of the planning, *Development*, communications, fundraising, governance, marketing, and resource areas.
- This Assessment — which includes numerous interviews, materials gathered, and key questions answered by the institution — culminates with an Assessment Report being presented to the client, which is usually a 25-30 page document indicating what is going well, what needs improvement, and what should be done over the next 90 days to 6 months to 1 year and beyond. The Assessment usually takes 4 – 6 weeks to complete.

Long-Range Advancement Plan (LRAP) for Parishes

- 12 month, comprehensive process to create an on-going, long-range advancement plan for your parish.
- The final plan includes all research done over the 12-month period, with specific priorities to be implemented and steps to make that happen.

Long-Range Strategic Plan (LRSP) for Schools

- 12 month, comprehensive process to create an on-going, long-range strategic plan for your Catholic school.
- The final plan includes all research done over the 12-month period, with specific priorities to be implemented and steps to make that happen.

Strategic Plan for Development (SPD) for Parishes and Schools

- 10 month, detailed process to create a strategic plan for your parish and/or school’s *Development* efforts.
- The final plan will outline step-by-step actions to increase your *Development* efforts.

Capital Campaign (CC) for Parishes and Schools

- 12 to 18 month process to determine the who, what, when, where, and how of organizing and implementing your parish and/or school’s capital campaign from a *Development* perspective.

Total Stewardship (TS) for Parishes

- 12 month planning/implementation process to establish the ideals of Total Stewardship.
- Stewardship of prayer, ministry, and offering.

Catholic School Enrollment Solutions (CSES)

- 10 month process to maintain and/or increase the quantity, quality, or diversity of your elementary or secondary Catholic school enrollment.
- Our Catholic School Enrollment division offers exciting and proven methods to enrich your student body, and ISPD’s areas of focus are intended to bring immediate results.

Welcoming, Engaging, and Affirming More People into Your Catholic Parish (WEA)

- 12 month process where your parish leaders learn specific strategies to welcome new parishioners, engage existing parishioners in the life of your church, and affirm the dedicated members who currently serve the parish.

“We believe that Development is a long-term vision and not a short-term fix.”

“ISPD makes you realize it’s not about fundraising, but engaging people into the life of your institution. You get people excited to contribute to the master plan for the campus, so much so that they say ‘We’re here to help’.” – Fr. Denny Hartigan, President of Central Catholic High School in Toledo, Ohio



“ISPD has been able to bring together professional development processes with a keen understanding of parish life – development that is about developing the people of the parish in both leadership and ministry.” – Fr. Tom Ranzino, Pastor St. Jean Vianney Parish, Baton Rouge, Louisiana

Workshops

ISPD associates offer *Development* workshops across the country in a variety of settings. Workshop experiences offer the *opportunity to charge up your battery, refocus your energies, and revitalize your Development efforts*. We will help you establish action priorities and timeframes, network with other Catholic leaders, and leave with the best processes in Catholic development.

One-day workshops are five hour seminars focused on a single topic. Two-day workshops offer more detailed discussion and networking opportunities.

Leaders leave ISPD workshops with practical, ready-to-use action strategies. For a complete list of upcoming workshop opportunities, please visit our website at www.ispd.com.

Sample Topics at ISPD Workshops

Becoming a More Welcoming, Inviting and Affirming Catholic Parish
Best First Steps to Begin Your Catholic Development Efforts
Show Me the Money! – Capital Campaigns That Produce Results
Charge Up Your Development Battery
Catholic School Enrollment Solutions – Strategies That Deliver Immediate Results
Long Range Planning for your Catholic Parish or School
Total Stewardship

“ISPD helped us to define a mission for the parish and then develop a plan for accomplishing long range goals. A part of that involved raising money for physical needs – we raised over 9 million dollars, and our offertory was up 12% this past year! On the broader scale, ISPD helped us build a culture of engagement that sustains itself even after the capital campaign is over.” – Fr. Ken Letoile, OP, Pastor of St. Gertrude Parish

& School in Madeira, Ohio



Should We Hire a Consulting Company?

We are proud of the successful track record we have established over time. *Since 1989, we have helped more than 5,000 Catholic schools and parishes turn a narrow focus on fundraising into the Development of people, process, and ministry.* We have helped Catholic institutions become true stewards of Christ’s Church.

Time has also taught us that institutions are often hesitant to enlist the help of a consulting firm. They worry a professional will cost too much, will distract the focus, will miss the vision, will get caught up in factions and create controversy, or will be viewed by the community as an irresponsible use of money.

Your willingness to weigh those possibilities is part of good stewardship, but so is recognizing the alternative. *Without the guidance, resources, and expertise of an experienced Catholic Development firm, efforts at Development often fail.* Planning goes on and on, while results are limited. Committees often exert excess energy in one direction, while ignoring pragmatic concerns in another.

Success is contingent upon involvement, and volunteers often lose enthusiasm when the project begins to change course, change leadership, or change focus.

Parishes and schools hire ISPD because they see value in:

- Working with a company that is objective
- Working with a company that has proven processes
- Working with a company that is Catholic in nature
- Working with a company that maximizes volunteers’ time
- Working with a company that bases *Development* on people, process, and ministry

In partnership with you, ISPD provides the tools and opportunities to ensure that your resources are well-directed and your Development processes are a success.

“We believe a Catholic institution will only generate as many resources as it deserves to generate, and what it deserves to generate will always be in direct relationship to the quality of the people, processes, leadership, and vision it provides.”

“I was excited by their ability to communicate the positive aspects of the parish and to help us go through the steps to establish a long range plan. The Parish Council has grown tremendously.” – Fr. Bill Cosgrove, St. Denis Parish, Hopewell Junction, New York

“I attended your workshop for the Owensboro diocese last summer as well as one of your presentations in Cincinnati. We have been pretty diligent in applying your principles. Our 20th day enrollment this fall was 638, up from 605 one year earlier. On this day, our number is 643, so we are very encouraged about the future. I believe we would not have achieved this change without your system, so keep preaching the gospel! We had not seen increased enrollment here since the mid-90’s, so we are shouting Hallelujah!” – Pat Cairney, Director, St. Mary School System, Paducah, Kentucky





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