



February 2006

Development Directions

A free resource for pastors, principals, development directors, volunteers and anyone engaged in the ministry of Catholic development.

“WAYS TO PROMOTE & PROJECT THAT POSITIVE IMAGE”

As we have said many times, Catholic Development, Total Stewardship (“Belonging leads to believing.”) or the advancement of a Catholic parish and/or school is all about building relationships. Building good relationships with people and involving them in your institution brings in many, many resources – people, financial, community, and much more.

Here are some ways that key parish and school leaders can help with the *development* of their parish and/or school.

1. Make a good first impression to visitors. Parish and school leaders should enthusiastically greet and welcome newcomers with a smile. Visitors should feel your parish and/or school is a warm and friendly place to be.
2. Promptly respond to questions or problems presented to you by parents and parishioners. Return phone calls as soon as possible. Let the people you serve know you appreciate them being part of your parish and/or school.
3. Take pride in your buildings and grounds – go ahead and pick up any trash or litter when you see it scattered where it should not be. Present that wholesome, clean image that reflects a Catholic institution that cares about their appearance.
4. Always make sure that major accomplishments are recognized by all – through news releases, e-mails, articles, bulletins, letters, announcements -- getting the “good news” about your parish and/or school out to the public is essential for building a more positive image.
5. Make sure the leaders we mentioned above spread the “good news” about your Catholic institution to family and friends whenever possible. Talking about what a great place your parish and/or school is helps build a wonderful image. Please, never miss an opportunity to tell your wonderful story.
6. Encourage your pastor, president, principal, and/or key parish and school leaders to be accessible. It is so important that these leaders project a positive image, an assuring persona, and a “glad you’re here” attitude.
7. Have your parish and school leaders participate in *friend raising events*. This will show their commitment as part of the parish and/or school family. These

- events also provide people with an opportunity to get to know their leaders and interact with them thus developing stronger relationships with everyone.
8. Always practice the three A's: *APPRECIATE, AFFIRM AND ACKNOWLEDGE*. *Appreciate* those who step forward; *affirm* all who participate (paid or unpaid); *acknowledge* in both the written and spoken word.
 9. *Personally communicate* at least 7 times per year with all of those people in your parish and school whom you deem as "wanting and willing to make a difference." These are the first two I's (Identify and Inform) in practice. And, this list should keep growing and growing as your development efforts continue to mature.
 10. Finally, make sure your leaders continue to show their commitment to the parish and/or school through their own gifts – time, wisdom, financial support, expertise, etc.

By having the leaders of your parish and/or school plug into the above items, you will be able to positively impact the *culture* of your Catholic institution – a culture that should be receptive, welcoming, warm and engaging.

LAST MINUTE REMINDER

The ISPD Development School in New Orleans

"Where true development believers and beginners meet."

FEBRUARY 20-22, 2006

\$90 per course / \$375 Full Session

With all that has been going on in the New Orleans area in the aftermath of Hurricane Katrina, several months ago we at ISPD were faced with making a key decision about our annual Development School on February 20–22, 2006. Should we move forward and have it here or would it be best to change cities and move it away from New Orleans just for this year? **After much discussion, we made the decision to host the ISPD Development School here in our city.** It will be held at the Wyndham Hotel on Canal Street, and all of the information can be found on our website: www.ispd.com. You can also register there.

We invite you to come and "rub shoulders" with other Catholic leaders from all over the country as we discuss many topics about development, fundraising, marketing, stewardship, and people involvement. (The many topics we plan to teach and discuss are on our website). **We also invite you to come and be part of an historic process: the rebuilding and rejuvenation of the city of New Orleans.** We are back up and running; the downtown area has made a tremendous comeback; many of our restaurants are now open; Mardi Gras parades will be taking place the week of our conference; Harrah's Casino is opening up the week before our conference; and, the French Quarter area is open and safe.

We hope you will join us. As a New Orleans area company, we feel it is important to do our small part in throwing support to a wonderful city who has taken a blow from a deadly hurricane. We are on the mend, and life is returning to normal. We are rebuilding our homes and our neighborhoods, and true New Orleanians are returning to their city. Our Catholic churches and schools are re-opening, and there is a sense of hope and promise that was not here five months ago. Come on down and share three or more days with us. As always, we will give you a wonderful New Orleans welcome! Stay and enjoy a Mardi Gras parade, and above all, share your ideas and learn from others as we all continue to build our Catholic schools and parishes for the future.

Plan now to attend or spend the next year wishing you had!

- [Register online or Call ISPD at 800-299-2393](#)

SPRING 2006 WORKSHOPS

Dynamic presenters share proven strategies and discuss development issues during one and two day seminars for Catholic parishes and schools. These workshops are conveniently held across the country at an affordable price of \$49-\$149 .

We hope you'll join us soon!

Topics Include: ** Strategic Plan for Development for Parishes & Schools **

** Total Stewardship ** Annual Funds & Capital Campaigns **
** Charge Up Your Development Battery! **

Scheduled Locations: ** Atlantic City, NJ ** Chicago, IL ** Cincinnati, OH **

** Denver, CO ** Houston, TX ** Las Vegas, NV ** Louisville, KY **
** Miami, FL ** Nashville, TN ** New Orleans, LA **
** Pittsburgh, PA ** San Francisco, CA ** Sante Fe, NM **

- [Check Here for Details](#)

ISPD - Bringing people, process and ministry together to build the Kingdom of God

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Please feel free to forward this newsletter to anyone you think could benefit from this information. If there are any topics you would like to see covered in a future newsletter, please contact us.

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