



July 2009

Development Directions

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


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A Wonderful Success Story from Slidell, LA

By Frank Donaldson, President

PRAYER TO
Our Lady of Lourdes

O, Immaculate Conception, Our Lady of Lourdes, you were chosen by God from all time to shelter the Word-Made-Flesh, God's own Son, Jesus. Your "Yes" is our model of trusting faith and true discipleship. You guided St. Bernadette and enabled her to magnify the virtues of humility, obedience and courage to make known God's desire to build a sanctuary in which His people could gather, worship and bring their needs to him. The great Basilica in Lourdes, France, is today a sacred destination for pilgrims, for the sick and suffering and for all people of faith. As you once led Bernadette.



For those of you who have followed our ISPD newsletters through the years, you may recall that my home parish - Our Lady of Lourdes in Slidell, LA - was one of the hardest hit parishes from Hurricane Katrina in the Archdiocese of New Orleans. The church roof caved in, the school had six feet of water in every room, the gym wall was blown open, and basically we had to start from scratch. The first Mass after Katrina hit was held out on the street corner where the church once stood. We eventually converted the old school cafeteria

into our church and have been worshipping there for the past 3 ½ years. It has been quite a journey.

Equally impressive has been the support of Catholic parishes, schools, foundations, families and individuals from across the country. Serving as a member of the Parish Council at Our Lady of Lourdes, I and many others have attended hundreds of meetings since that late August morning in 2005. Our parish has gone from 2200 families to 1100 families - many having moved away and never returned. And, some new families from down in the southern civil parishes of Louisiana (St. Bernard and Plaquemines) have moved over to the Slidell area and joined Our Lady of Lourdes. The school has managed to stay alive and flourish by sharing school buildings with another "very giving" Catholic school across town the first year after Katrina hit - St. Margaret Mary. After the 2005-2006 school year, portable classrooms were funded by FEMA, and we moved the entire school back to the Lourdes campus where they remain today.

I have always maintained that when Catholic institutions flourish it usually is because of three very basic reasons - vision, leadership and attitude. They are very simple words, but in our 20 years of consulting and presenting workshops on Catholic Development throughout the country, it usually comes down to those three words and how they are played out. Is there a clear, articulate vision that is created by the leadership? Are the attitudes of the leaders positive? Do these leaders only accept a "can do" position? All of this was present at Our Lady of Lourdes - from the pastor, Father Adrian Hall, to the principal, Bob Keifer, and assistant principal, Steve Nichols, to the parish staff to the Parish Council to the Building Committee and eventually the Capital Campaign Cabinet. The first 6 months after Hurricane Katrina hit, the tone was set, the "can do" attitudes were prevalent, and we all realized that we had quite a long journey ahead of us.

With the help of the Archdiocese of New Orleans, FEMA, insurance money, and many generous benefactors throughout the country, Our Lady of Lourdes gradually worked our way back to square one and the chance to start all over. We also ended up in the spring of 2006 with two new pastors - Father Frank Lipps and Father Kyle Dave. Over the next 18 months, plans were put into place for a new campus. A new church needed to be built on a new site on campus, a new school needed to be constructed from the ground up, a new gym needed to be ready for 2010, the rectory needed to be renovated and rebuilt, the Parish Life Center needed to be refurbished, and, the school cafeteria had to be fixed up well enough to remain our worship center until all of the above structures were built. What a challenge!

When all the numbers were in, we realized that we needed to launch a capital campaign to raise \$2,000,000+ for our new church - that was the shortfall. With many of our families struggling to put their lives back together, with a stumbling economy, and with half our families not returning, we kicked off our Campaign in November of 2007 with a Pacesetter Reception. We had over 100 of our 1100 families involved in leadership positions; we had the following structure:

- Five Operational Chairs
- Eight Divisions with Chairs and Teams
 - Lead Gift Division
 - Major Gift Division
 - Leadership Gift Division
 - Education Gift Division
 - Parish Gift Division
 - Business Community Gift Division
 - OLL Outreach Gift Division
 - Friends Gift Division

From the very beginning, we all agreed that our Campaign needed to invite three Gifts - the Gift of Prayer, the Gift of Involvement and the Gift of Financial Participation. All gifts would be

confidential in terms of financial amount, and we would recognize every family/person who handed in their Letter of Intent - regardless of whether or not it was a Gift of Prayer and/or a Gift of Involvement and/or a Gift of Financial Participation - as a steward to the Campaign.

As of June 21, 2009 our Campaign has had the following results:

- 979 Letters of Intent
- 88% gave the Gift of Prayer.
- 42% gave the Gift of Involvement.
- 92% gave the Gift of Financial Participation.
- 87% of OLL parish families participated in the Campaign.
- \$2,295,597.07 (including Gifts in Kind) has been raised.

This coming Spring 2010, we will celebrate Mass in our new church, and Our Lady of Lourdes Catholic Elementary School will welcome our students into a brand new state of the art educational facility. The road to recovery has been a long one and is still not complete, but through it all, success is being attained because of one major theme: ***the meaningful involvement and engagement of people into the vision and mission for the future of their parish and school.***

The journey continues, and there will be many more roads to travel down; yet at the heart of everything, it has been gratifying to know that true Catholic Development and Total Stewardship have been the keys to success. The philosophy and belief that this is all about people, process and ministry has shined through. The good news is that it works and once understood, will continue to be successful for years to come - as long as vision, leadership and positive attitudes are present.

ISPD Announces New Webinar Series

Beginning this month, ISPD will offer a year-long series of \$39 Webinars on Catholic Development. There will be one Webinar held each month.

Listed here are the scheduled topics:

- ***"Understanding & Implementing True Catholic Development"***
July 30, 2009
- ***"The Role of the Pastor and/or the Principal and/or the President in Catholic Development"***
August 24, 2009
- ***"The Value and Roles of the Development Core Team"***
September 22, 2009
- ***"Organizing and Implementing a World Class Annual Fund for Your Catholic School and/or Parish"***
October 26, 2009
- ***"Enrollment Management: Attracting and Retaining Students in Your Catholic School"***,
November 18, 2009
- ***"25 Ways to Engage People into the Life of Your Catholic Institution"***
December 8, 2009
- ***"Organizing and Implementing the Total Stewardship Process"***

- January 14, 2010
- **"How to Invite the Gifts"**
February 22, 2010
- **"Getting Your Parish and/or School Ready for a Capital Campaign"**
March 9, 2010
- **"Integrating Total Quality and Customer Service into Your Catholic Development Efforts"**
April 22, 2010
- **"Hosting a Gift Reception"**
May 5, 2010
- **"How to Effectively Host Input Sessions and Town Hall Meetings"**
June 8, 2010

- [Register for a Webinar Now!](#)

New ISPD Premium Plus Membership Plan

The Institute of School and Parish Development is pleased and proud to offer a brand new, online program called the **ISPD Premium Plus Membership Plan** which will begin in August 2009.

A **Premium Plus Membership** provides unique access to a range of ISPD services and information delivered directly to your desktop. **Premium Plus** provides entry to ideas, expertise and proven approaches/instruments designed to help address the challenges you face in your parish and or school's development/advancement efforts.

Educational Webinars, personal conversations with an ISPD associate, assessment of your efforts, on-line monitoring with you and your Catholic leaders, and much more are all part of a **Premium Plus Membership** package, helping you achieve your goals in an effective, cost efficient way.

Premium Plus details and registration information will be presented in August 2009 through a major announcement by ISPD. We're excited to offer this Plan and look forward to helping you with on-line consulting.

FALL 2009 WORKSHOPS

ISPD Workshops Delve into Depth

The one and two day workshops presented by ISPD offer Catholic leaders throughout the country an in-depth experience on a specific topic. For more than twenty years, ISPD has been this country's leader in offering process-driven workshops that are practical, affordable, and interactive. 98% of all ISPD workshops receive a rating of 4 or 5 (out of a 1-5 rating system) by those in attendance.

Fall Workshop Schedule

Two Day Development School
September 2-3 in Portland, OR

Become a More Welcoming, Engaging & Affirming Parish
September 17th in Philadelphia, PA

Building a Strong Catholic Development Effort in Tough Economic Times
October 21st in Cincinnati, OH

Long Range Strategic Plan
November 3rd in Lafayette, LA

Long Range Planning for Catholic Parishes & Schools
November 18th in Chicago, IL

ISPD Also Conducts On-Site Workshops

Offered to Catholic schools and parishes within a single diocese, these workshops are designed to meet your specific needs. Contact us for details.

- [Check Here for More Information on ISPD Development Workshops](#)

CATHOLIC SCHOOL ENROLLMENT TALK

ISPD is your Catholic School Enrollment Solution for maintaining and/or increasing the quantity, quality, or diversity of your elementary or secondary Catholic school enrollment. *Catholic School Enrollment Talk* is our free monthly online newsletter for anyone interested in Catholic school enrollment solutions.

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The Institute of School and Parish Development (ISPD) is a national, Catholic development consulting firm created to serve Catholic schools, parishes and dioceses in the areas of planning, marketing, fund-raising, and resource development.

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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