



September 2009

## ***Development Directions***

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

[Print](#) a copy of this newsletter in PDF format.

### **Recognizing Those Who Share Their Gifts**

**By Frank Donaldson, President**

#### **Rationale**

With Annual Funds and Capital Campaigns launching at the beginning of a new school year, we have had a lot of questions about what parishes and schools are doing in regards to honoring or recognizing their financial leaders. Outlined here are some thoughts that may be helpful.

Donor opinion on public recognition for the amount of money given to Catholic institutions has changed a great deal over the past 20 years. In the past, there was a strong push for public recognition and published amounts, hence the need for gift giving divisions, plaques, "walls of fame," etc. In fact, a stroll through many Catholic churches and schools throughout the country will testify to the many number of recognition opportunities that took place in the 1950's, '60's, '70's and '80's.

What has changed is the donor, the need, and the frequency. Catholic fund-raising has become more sophisticated and more plentiful - especially since the mid 1980's when many buildings built in the 1940's, 1950's, and 1960's began to need attention and capital campaigns were launched. While there are many donors who do like to be recognized, there are also just as many who do not like recognition. Listed here are both the pro and con stances that ISPD has seen over the past 20 years.

#### **On the "PRO" Side**

##### **Reasons Why People Want Amounts or Ranges to be Known**

- Source of pride

- Motivation to give more
- Motivation for others to give and/or give more
- Philanthropic philosophy
- Positive reputation in the community
- Being recognized as part of a special group of givers/supporters and not just put on a list with smaller donors

## On the "CON" Side

### Reasons Why People Do Not Want Amounts or Ranges to be Known

- Want gift to be anonymous
- Do not want others knowing the amount
- Do not want other non-profits calling on them for large gifts
- Do not want other causes they support knowing what they give, thereby pitting one against the other
- Believe their gift is between them and God
- Do not think it is ethical

The main point that ISPD makes is that there is no right or wrong solution. Parish and school leaders should do what they feel is best for their culture. If the people in a given community are used to recognition with amounts, then the leadership should create whatever is necessary. If not, then alphabetized listings should accomplish the same goal. There should always be the option on the pledge card for a donor to check "Anonymous."

## Examples of Recognition

### 1. Naming Opportunities

- These are for the large donors - usually \$25,000+ on up to seven figure giving. Usually, there are 20+ opportunities for these types of gifts - buildings, classrooms, science labs, stadiums, performing arts centers, chapels, walkways, gardens, baptismal fonts, alumni halls, etc.
- These should be made available by having the prospective donor check the back of his/her pledge card (or Letter of Intent) if interested. The key will be immediate follow-up.
- When visiting with financial leaders or business owners who may be interested in naming opportunities, it is always helpful to have an attractive brochure to show and to invite their consideration. One gift call I was on several years ago even had the name of the family on the rendering for the new multi-purpose building.

### 2. Gift Giving Divisions

- When parish and school leaders feel the need to indicate ranges of gifts, then usually they develop gift giving divisions. For example in a capital campaign:
  - \$1,000,000+ = \_\_\_\_\_ Society
  - \$500,000 - \$999,999 = \_\_\_\_\_ Society
  - \$100,000 - \$499,999 = \_\_\_\_\_ Society
  - \$50,000 - \$99,999 = \_\_\_\_\_ Society
  - \$25,000 - \$49,999 = \_\_\_\_\_ Society
  - \$10,000 - \$24,999 = \_\_\_\_\_ Society
  - \$1,000 - \$9,999 = \_\_\_\_\_ Society

- Under \$1,000 = \_\_\_\_\_ Society
- Usually the names and ranges are published in newsletters and Campaign bulletins and in the Campaign Final Report. There are even some Catholic schools/churches that have plaques made for the different divisions or "trees of life."
- In an Annual Fund, the categories will be a bit different - obviously.
  - \$10,000+ = \_\_\_\_\_ Club
  - \$5,000 - \$10,000 = \_\_\_\_\_ Club
  - \$2,500 - \$5,000 = \_\_\_\_\_ Club
  - \$1,000 - \$2500 = \_\_\_\_\_ Club
  - \$500 - \$1,000 = \_\_\_\_\_ Club
  - \$100 - \$500 = \_\_\_\_\_ Club
  - Under \$100 = \_\_\_\_\_ Club

**3. Name Recognition**

- Without divulging the amounts, many drives and/or campaigns have recognition through alphabetized listings in the publications. Some even have donor walls with different size plates listing all donors, although no amounts are given.
  - 4" plate = Certain range
  - 3" plate = Certain range
  - 2" plate = Certain range
  - 1" plate = Certain range
  - 1/2" plate = Certain range

**4. "Finishing Touches"**

- When a campaign is reaching the end and is nearing its goal, oftentimes Catholic institutions will offer opportunities to finish off the campaign. For example, some people who have already given may wish to buy a brick with their name on it for \$750. Others may want to buy classroom desks for \$100, a church pew for \$500, or a microscope for \$250. These "finishing touches" are excellent ways to both wrap up a campaign and also furnish the project.

The most important thing to understand about all of the above items revolves around what fits the culture of that parish/school and the community.

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## ISPD Welcomes New Marketing Director

Sometimes we look for wonderful personnel and find that the answers are right in our own backyard. Such is the case with ISPD new Marketing Director, Jenna Berniol. She is a Catholic school product, having graduated from Our Lady of Lourdes Catholic Elementary School in Slidell, Louisiana and also from Pope John Paul II High School in the same city. Jenna received her BA degree in Management Information System from Southeastern Louisiana University in Hammond, LA where she was on the Dean's List for three years and a member of National Honor Society.

Jenna will be in charge of various areas of ISPD's New Orleans operation; however, her main focus will be on:

- Client relations
- Marketing ISPD Workshops and Webinars
- Marketing ISPD's Premium Plus Membership
- Working with ISPD's website
- Marketing ISPD's Development School here in New Orleans on February 3-5, 2010 at De La Salle High School

We welcome Jenna and look forward to yet another Catholic school graduate leading the way for ISPD as we move toward the second decade of the 21st century.

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## ISPD 2010 Mardi Gras Development School

In case you haven't heard, we are bringing back the most popular three day workshop ISPD has ever introduced - ***the ISPD Mardi Gras Development School*** - which will be held at De La Salle High School on February 3, 4 and 5, 2010.

The ISPD Development School will have many advantages:

- At a Catholic high school located directly on St. Charles Avenue on the streetcar line
- Numerous hotels up and down the streetcar line where attendees can stay and simply ride the streetcar to De La Salle High School
- Over 15 courses on Catholic Development, Advancement, People Engagement and Total Stewardship
- Many presenters - ISPD associates and guest presenters from throughout the country
- Mardi Gras parades beginning the day the Development School is over
- Park bench sessions with presenters
- ISPD socials
- Networking luncheon
- Special Cajun/Creole outdoor cookout the night before - Tuesday, February 2nd from 6:00 PM - 9:00 PM - chartered bus service provided
- Plus much more

Make your plans, mark your calendar for a great time in New Orleans!

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## ISPD Announces New Webinar Series

ISPD now offers \$39 sixty minute Webinars on Catholic Development.

Listed here are our upcoming Webinars:

- "***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!](#)

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## ISPD Announces Premium Plus Membership Plan

Because of the increasing demand for better direction in Catholic Development, Total Stewardship, and Enrollment Management, ISPD announces our **Premium Plus Membership Plan**.

A **Premium Plus Membership** provides unique access to a range of ISPD services and information delivered personally to you and your desktop. **Premium Plus** provides creative ideas, expertise and proven approaches/instruments designed to help address the challenges you face in your parish and/or school's Development/Advancement/Total Stewardship/Enrollment Management 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 are available by visiting our website. We're excited to offer this Plan and look forward to helping you with your efforts!

- [Learn more about our Premium Plus Membership Plan](#)

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## 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

***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](#)

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## 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.

- [Subscribe today!](#)

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## Visit our ISPD Web Site for Free Resources

- Educational DVDs on Catholic Development
- Development Job Postings across the country
  - Monthly Newsletter Archives
  - Library of Development Articles

- [Visit Our ISPD Website Now!](#)

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

**www.ISPD.com**



Visit our web site for free resources and valuable information.  
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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