



Setember 2006

## *Development Directions*

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

### **"The Catholic Development Professional" Part I**

#### **Background and Rationale**

"Tongue in cheek" we often say the life span of a Catholic development director is between 2–3 years. So, if you are reading this month's newsletter, and you are at Year 5 or beyond, then you are way ahead of the curve!

In all seriousness, there is some truth to the short life span of a development or advancement director for a Catholic institution. Many who do not stay past Year 1 or Year 2 leave because of the following reasons:

- Their "superiors" judged the development efforts by the amount of money that was raised.
- Their "superiors" never understood what was meant by the word "development." They saw it only as fundraising.
- There was no training provided for the position.
- There was no written plan to follow.
- In essence, the new development officer was left "hanging out to dry."

Believe it or not, this is not uncommon in Catholic parishes and schools. Development is still a rather new phenomenon in many circles of Catholic life. And, the word *stewardship* in most Catholic parishes still means money to the majority of people.

In looking ahead at the next four issues of our ISPD newsletter, we have decided to devote these issues to the Catholic Development Professional. Here is what these newsletters will offer:

1. **September 2006**
  - Rationale and Background
  - Areas of Focus for the First Five Years
2. **October 2006**
  - The Professional Growth Cycle of the Catholic Development Professional
3. **November 2006**
  - Areas of Focus: Beyond Five Years

#### 4. **December 2006**

- Major Trends in Catholic Development

A great deal of understanding of these issues will vary on whether or not a development director has been in place and for how long. Plus, has this been a full time effort? Part time? Volunteer? Was the development effort begun because of financial crisis or has it been positioned from strength and pro-active thinking? Is the development effort just designed to run one fundraiser after another? How involved is the pastor and/or the principal? All of these questions and more will vary from one place to another.

Therefore, all situations will be different; that point must be understood. With these issues we are simply suggesting a logical pattern and order that could be followed. Above all, we are trying to line up four consecutive newsletters with the 7th "I" in our 7 I process: How do we continuously **improve** our development efforts both now and in the future?

### **Specific Areas of Focus for the First Five Years**

In the first five years, most development efforts for parishes and schools will embrace the following areas – some more so than others, pending on if you have the personnel and time to move forward in a logical manner.

- Day to Day organization and operation of development efforts
- Database management
- Written Strategic Plan for Development
- Public relations and marketing
- Publications
- School alumni
- Annual Giving
- Total Stewardship
- Capital Campaign
- Endowment growth
- Student recruitment
- Planned Giving
- Grant Writing
- Memorial Giving
- Communication
- Major donors
- People involvement
- Community outreach
- Development Education
- Fundraising events
- Long-Range Planning
- Case Statement
- Mission/Vision Statement examination

### **Development Director Job Description for the First 5 Years**

#### **Purpose of Position:**

To take a leadership role by implementing the development activities, including the public relations and communication efforts, special event fundraising, long-range planning, total stewardship and donor/data management.

#### **Reports to:**

Pastor/Principal

## **Major Responsibilities:**

- *In the area of development office management:*
  1. To maintain a development office and organize all development activities
  2. To update and maintain donor/database records of all publics
  3. To actively work with:
    - Pastor
    - Principal
    - Parish Staff
    - Consultants
    - Commission and Ministry leaders
    - The Core Team
    - The Development Advisory Board
    - The School Board
    - The Pastoral Council
    - Faculty and Staff
    - Alumni leaders
    - Parent leaders
    - Parishioners
    - Financial leaders
- *In the area of Long-Range Planning*
  1. To help create a long-range plan for the parish/school -- in all areas
  2. To help create a parish/school mission and vision
  3. To plan and manage the implementation of the long-range plan
  4. To communicate/educate and in-service the parish/school regularly
- *In the area of development dollars:*
  1. Eventually, to conduct an Annual Fund that will include:
    - Parishioners
    - Parents
    - Alumni
    - Past parents
    - Faculty/Staff
    - Grandparents
    - Friends
    - Businesses
    - Corporations/Foundations
  2. To prepare and implement the direct solicitation program
  3. To research and write (grant writing) proposals to foundations and corporations
  4. To research individual and corporate sources of funding
  5. To set up and implement a Major Gift Process
  6. To set up and implement a Planned Giving Process
- *In the area of public relations and communication:*
  1. To serve as the public relations agent for the parish/school
  2. To promote major parish events
  3. To publish a quarterly newsletter that will go out to all publics
  4. To publish an annual report
  5. To design and implement a marketing program
  6. To design and implement a public relations program
  7. To design a news release/media contact program
  8. To become a member of key area civic organizations in the area
  9. To further organize the new parishioner welcome program
- *In the area of special event fundraising:*
  1. To coordinate all special events
  2. To empower volunteers to participate fully in special events
  3. To prepare a Master Plan for all Development \$\$\$ and Fundraising \$\$\$
- *In the area of parishioner involvement*

1. To follow the 7 I process of inviting and involving people in the mission and vision of the parish/school
2. To organize a vibrant volunteer program for the ministries of the parish
3. To set up an appreciation program for all volunteers
- *In the area of student recruitment*
  1. To plan, manage and conduct the Open House
  2. To prepare recruitment brochures and other materials
  3. To implement the recruitment plan to build enrollment
- *In the area of Total Stewardship*
  1. To plan, manage and implement the Total Stewardship Process
    - Timeline
    - Publications
    - Education & In-service
    - Special Events
      - Ministry Fair
      - Ministry Appreciation Dinner
    - Ministry volunteer organization
    - Annual Evaluation
  2. To identify, invite and involve the Total Stewardship Committee in the process.

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## UPCOMING FALL 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 \$69-\$149 .

We hope you'll join us soon!

- Topics Include:** \*\* Charge Up Your Development Battery! \*\*  
 \*\* Become a More Welcoming, Engaging & Affirming Catholic Parish \*\*  
     \*\* Attracting New Students to Your Catholic School \*\*  
 \*\* Best First Steps to Take in Beginning Your Catholic Development Efforts \*\*

**Scheduled Locations:** \*\* Boston, MA \*\* Claymont, DE \*\* Columbus, OH \*\*  
 \*\* Las Vegas, NV \*\* Lexington, KY \*\* Orlando, FL \*\* Sacramento, CA \*\*

- [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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