



Campaign Orientation

Diocese of Burlington

July 2020

Welcome!



- Welcome to the Christ Our Hope campaign!
- Introductions and Housekeeping
 - Diocese of Burlington
 - Rev. Monsignor J. McDermott
 - Ellen Kane
 - Dawn Kellogg
 - Steier Group Managers
 - Rich Kaipust
 - Corey O'Shaughnessy
 - Rich Roberts
- Please “Mute” and use the “Chat” function to ask a question

Agenda

- Campaign Prayer
- Planning
- Giving today
- Campaign initiatives
- Campaign strategy
- Next steps / key dates
- Questions
- Adjourn

Campaign Prayer

Campaign Prayer

CHRIST OUR

Hope

BUILDING A VIBRANT CHURCH



Almighty and eternal God,
we place our hope in You
to guide the Catholic Church in Vermont
to renew our parishes,
and engage our youth;
to form lay leaders,
and serve the most vulnerable among us.

In the power of the Holy Spirit,
help us build a vibrant church
in this time and place
and for generations to come.
Seeking the intercession of our
first bishop, Louis deGoesbriand,
we pray this through Christ Our Lord. Amen.

Mary, Mother of the Church, pray for us.

1. Why move forward with a campaign as our community works through the COVID-19 pandemic response?
2. Could the campaign have been delayed?
3. How will we ask people for money now?
4. How will this campaign affect offertory? The Bishop's Annual Appeal?
5. What assistance will our parish receive to make our parish campaign a success?
6. How is the campaign being managed?

VT Catholic Community Foundation

CHRIST OUR

Hope

BUILDING A VIBRANT CHURCH



FOUNDED DECEMBER 24, 2015



MISSION

The Vermont Catholic Community Foundation's mission is to support, serve and otherwise benefit apostolic activities of the Church and make grants to nonprofit organizations reflecting the compassion of Christ in service to the community in the Roman Catholic Diocese of Burlington and the State of Vermont.



PURPOSE

To provide pathways for Catholics to leave a legacy that will shape the future of the Catholic Church in Vermont.

Benefits



Meets Catholic ethical investment standards required by USCCB Guidelines.



Competitive fee structure.



Potential for greater rate of return with pooling of funds.



Ensures donor's intent is preserved and funds support the specific parish, school or ministry in perpetuity.



Removes administrative burden and costs to manage and report on investments.



Provides a planned giving and major donor stewardship program.



Growth of restricted and unrestricted gifts.

For info. about VCCF: www.vtcatholicfoundation.org
Info about the campaign: www.christourhopevt.org/

Planning

Planning – Campaign Assessment

Participation



136

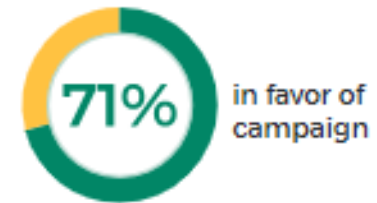
personal interviews, including
40 with clergy and 96 with lay leaders



603

mail and
online surveys

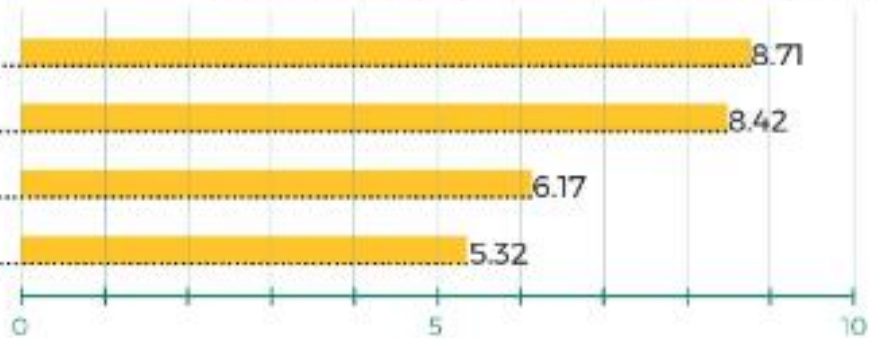
Campaign Readiness



PRIORITIZATION OF GOALS



Note: All tested projects scored above average to high.



Why a capital campaign?

- Listened to parishioners and responding
- Fulfill Diocesan Synod priorities
- Implement CLI recommendations
- Move from maintenance to mission
- Develop extraordinary giving
- Together, build a vibrant Church

Giving Today

Spiritual Intentions

CHRIST OUR

Hope

BUILDING A VIBRANT CHURCH



Tithing

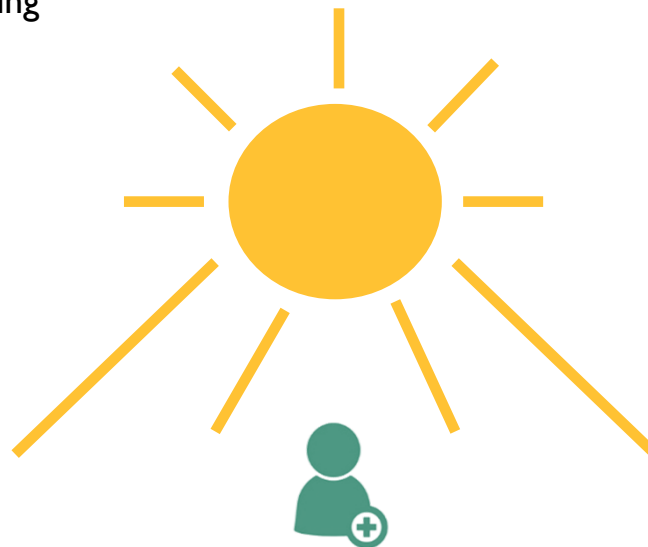
Bring the full tithes into the storehouse, and thereby put me to the test if I will not open the windows of heaven for you and pour down for you an overflowing blessing. (Mal 3:10)

Precept

The faithful are obliged to assist with the material needs of the Church, each according to his own ability.

All

- ...gave **all** she had to live on... (Lk 21.1)
- ...sell what you possess and give to the poor... (Mt 19.21)
- ...for where your treasure is, there your **heart** will be also... (Mt. 6.21)
- ...you have neglected the weightier matters of the law: **justice** and **mercy** and **faith**. It is these you ought to have practiced without neglecting the others... (Mt. 23:23)



Involvement

Approach every parish family, asking for 3 intentions:

- 1) Pray – campaign prayer
- 2) Advocate – share the good news
- 3) Give – with a commensurate commitment

Christ Our Hope Campaign Video



The Christ Our Hope campaign video with a special message from Bishop Coyne, can be viewed through the campaign website:

www.christourhopevt.org

Initiatives

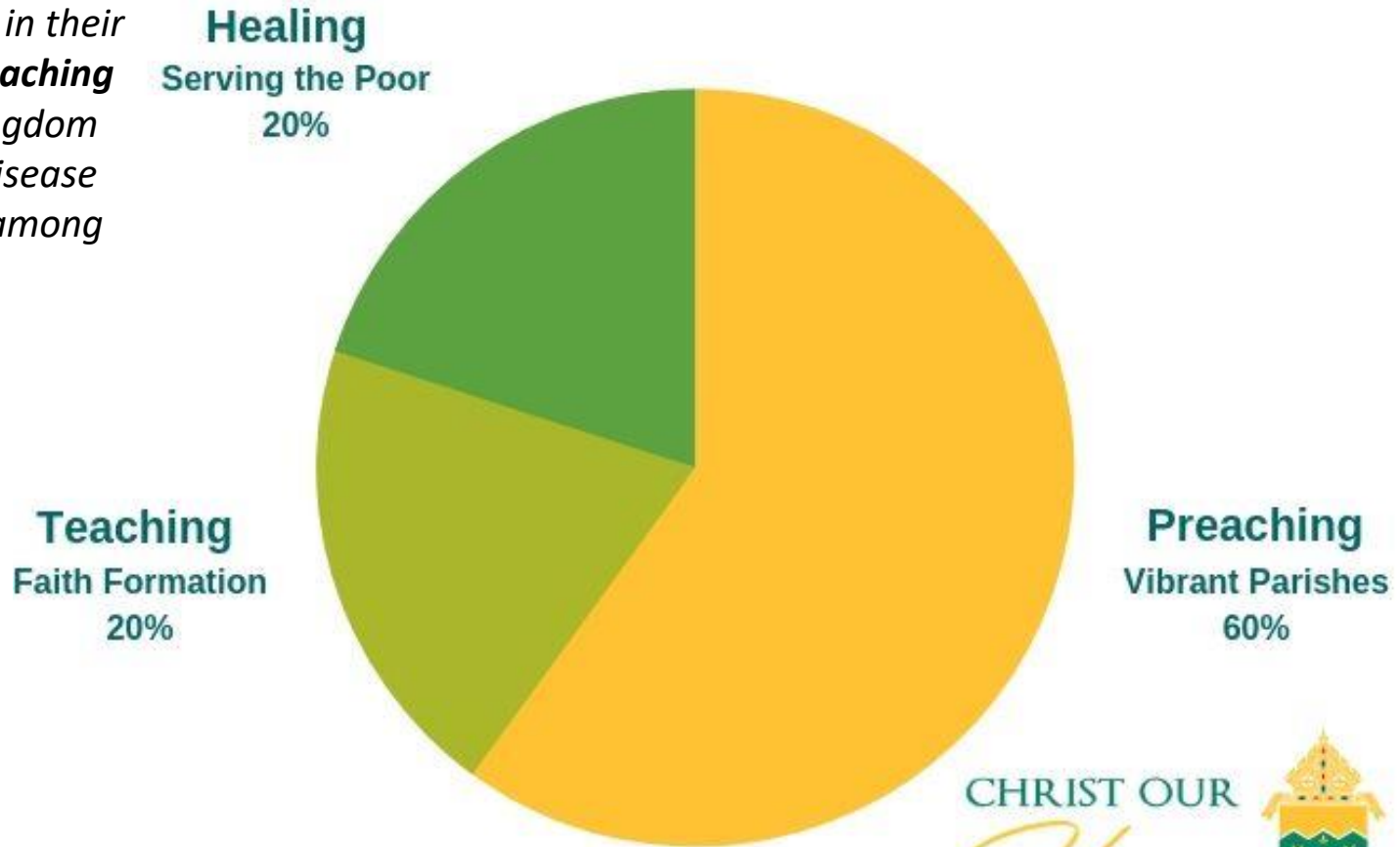
Initiatives

“And he went about all Galilee, **teaching** in their synagogues and **preaching** the gospel of the kingdom and **healing** every disease and every infirmity among the people.”

■ Matthew 4:23



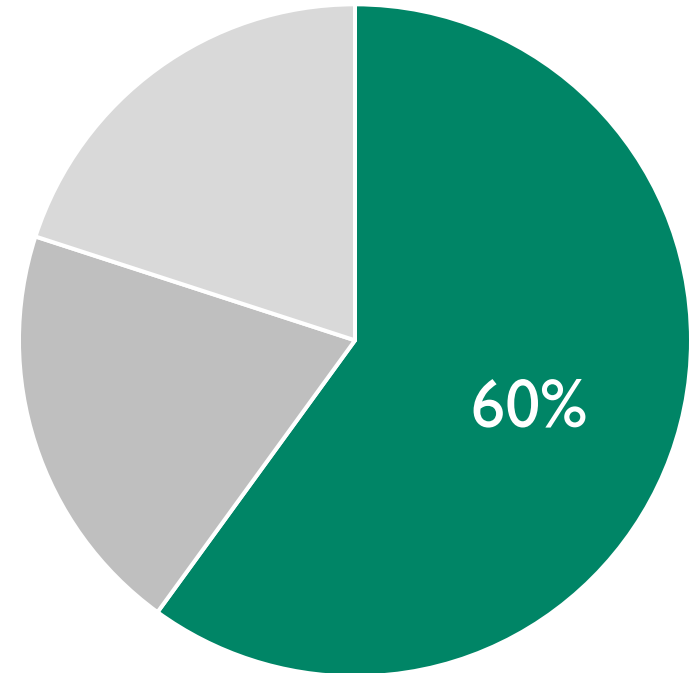
\$10,000,000



Preaching Initiative

Build vibrant parishes

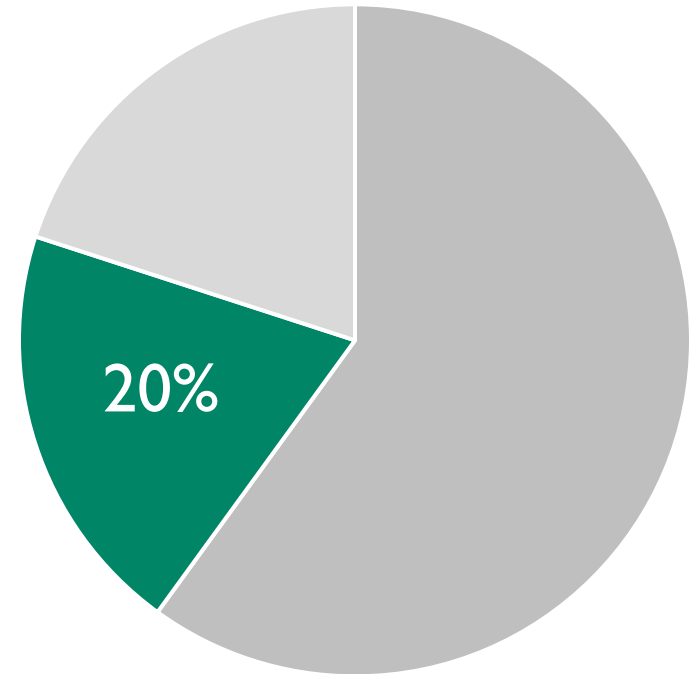
- Individual parish needs
- Synod & CLI recommendations



Enhance faith formation

Endowment for:

- Catholic schools
 - Financial Aid
- Youth ministry
 - Retreats, service opportunities, conferences, speakers
- Lay initiatives
 - Lay leaders formation, retreats, certifications

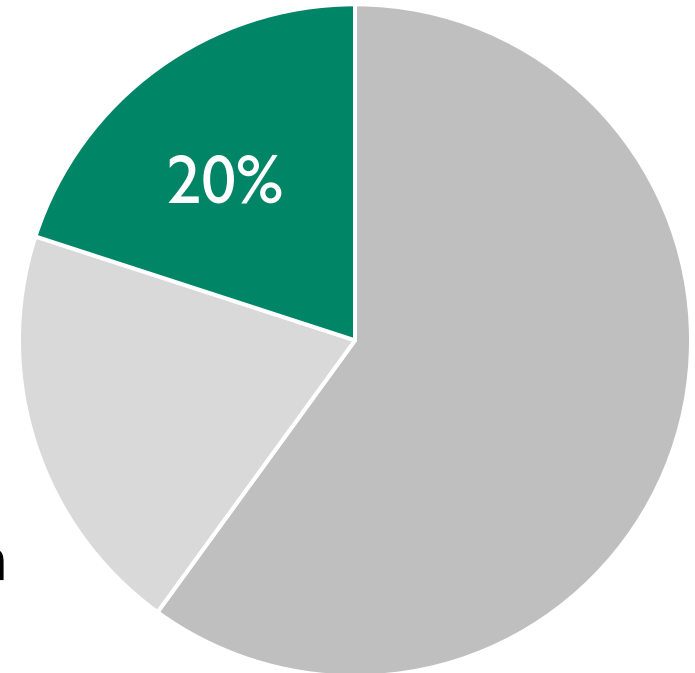


Healing Initiatives

Serve the poor

Endowment for:

- Catholic Charities
Emergency Services
- Emergency services
unable to serve 70 families/month



Strategy

Volunteer Roles



- Pray
- Advocate – share what you’ve learned!
- Make your own personal gift
- Adhere to timeline and strategy
- Make 10-20 outreach calls
- Attend July’s orientation and August’s training meetings

Timeline

OBJECTIVES	MAY	JUNE	JULY	AUG	SEP	OCT	NOV
PREP/SILENT PHASE							
Annual appeal							
Recruit chairs/volunteers							
Evaluate households							
Finalize goals							
Initial communication							
Major gift cultivation							
Major gift appeals							
Leader/clergy appeals							
Parish orientation							
Parish training							
APPEAL PHASE							
Appeal mailings							
Campaign kickoff events							
Parish appeals							
Ongoing communication							
FOLLOW-UP APPEALS¹							
Commitment weekend							
Mail-electronic appeals							

Next Steps / Key Dates

Next Steps – Parish



- July:
 - Form parish team
 - Finalize goals
 - Evaluate parishioners
- Mid-August:
 - Pastors and parish teams make campaign gifts
- Late August – Bishop Coyne Orientations
 - Aug 31 @7:00
 - Sept 1 @7:00
 - Sept 2 @3:00

Key Dates



- July 29:
 - Conduct final annual appeal solicitation
- Weeks of August 10, 17 and 24:
 - Host training sessions
 - Mail appeal letter with case booklet
- Weekends of August 15-16 and 22-23:
 - Host campaign kickoff

Key Dates



- Late August - October:
 - Complete outreach calls
- October-November:
 - Host commitment weekend
- Year-end:
 - Send final appeal

Questions?



- Your Questions?
 - We will address your questions submitted through the “Chat” function

- Reminder: The Christ Our Hope campaign video with a special message from Bishop Coyne, can be viewed through the campaign website:
www.christourhopevt.org

The Diocese of Burlington

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Campaign Orientation

Thank You!