MEMORANDUM

TO: Pastors and Administrators

FROM: Bettina Alonso

CC: The Reverend Monsignor Joseph LaMorte

DATE: June 8, 2020

SUBJECT: *Renew + Rebuild* Pledge Redemption

Dear Pastors and Administrators,

First and foremost, the Development Team hopes that everyone is well and that you and your families and parishioners are all staying safe and healthy during these unsettling times.

Thank you for your endless support in running a very successful campaign! Our last final phase parish, St. Vincent Ferrer/St. Catherine of Sienna has raised $109,500 during May, bringing the total *Renew & Rebuild* pledged campaign number to $248.9M, which is 125% of our $200M goal. So far, we have received $129,334,230 paid on the pledges (cash to date – over 50%).

In May we raised $789,017 in cash, including re-activated and regular paid pledges; $87,867 of the cash were from parishioners, who had fallen behind. We have re-activated a total of 209 lapsed fellow parishioners over the last 2 months based on our enhanced pledge redemption strategies. This strategy is a two-tier effort by engaging all major donors (over $25,000) from all parishes combined with our newly created manual cash tracker to record and drive the results of our continued fundraising efforts.

Out of the total 49,089 promises received spanning the 288 parishes in our Archdiocese, we have approximately 14,700 lapsed donors (4.7%) and 7,712 (2.4%) zero paid donors representing $17.7M. We are available to work with all of you to recover as much as we can of this amount to pay for the amazing projects we want to make a reality.

The Development Team is always here to help whether it be with:

1. Analyzing the list of lapsed or zero paid donors for your feedback; very often you know better what these families are going through.
2. Create tailored strategies on how to re-engage these parishioners – we have at hand 10-12 different activities for you to discuss on activities that would be successful for your parish.
3. Assist with any questions relating to the new weekly *Renew + Rebuild* Financial Dashboard that accompanies the weekly CASA e-newsletter and shows the number of lapsed donors, YTD rebates and total revenue.
4. Discuss how to leverage our 2020 annual *Renew + Rebuild* newsletter (in two languages) providing the full financial picture of the campaign highlighting successful and heartfelt parish project stories to be enjoyed by all

Our pledge redemptions team is already actively working with approximately 25 parishes – please let us know if you would like to be included!

With warm regards and wishing you many blessings for a happy, healthy and safe summer!

Bettina