



DEVELOPMENT OFFICE  
ARCHDIOCESE OF NEW YORK

MEMORANDUM

TO: Pastors and Administrators  
FROM: Bettina Alonso *BA*  
CC: The Reverend Monsignor Joseph LaMorte  
DATE: February 7, 2020  
SUBJECT: *Renew + Rebuild* Pledge Redemption

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Dear Pastors and Administrators,

Thank you for your continued support in running a very successful campaign! To finish out the year, the *Renew + Rebuild* campaign reached \$247M, which is 124% of our \$200M goal. We have received \$121,531,607 paid on the pledges (cash to date) and our projected pledge redemption rate is 85%.

The Development team is always here to help whether it be in obtaining and soliciting pledges or actually collecting the pledges through redemption efforts to achieve your goals. Out of the total 48,900 parishioners that generously donated to the campaign, we have around 12% (5,787) that are behind in their payment schedules (lapsed donors) and another 16% (7,621) who pledged, but have not made any payments (zero paid donors) mostly from in-pews).

Our strategy can be defined in the following areas to achieve success:

1. Back Office:

- a. We have two bilingual team members (Catherine Jackson & New Hire Kieran Maelia) who manage 60 – 80 calls per day to change pledge amounts and payment frequency, credit card information, names/addresses on pledges, etc. Thanks to these phone calls over the last 6 months we have been able to reach \$121M overall to date for this campaign.
- b. The team also works on recurring monthly billings, letters signed by Bishop Walsh being mailed to parishioners that are behind 60, 90, 120 days as well as simultaneously maintaining the R+R mailbox for all pledge redemption activity.

2. Front Office:

- a. During 2019 you had conversations with your Appeal Campaign Manager on how to boost payments on lapsed or zero payment pledges. Thank you to the pastors who tailored activities to their communities.
- b. As the campaign is now finalized, we have asked 2 colleagues whom many of you know (Joe Abrams and Angelica Martinez) to focus on in person meetings with pastors to create individualized pledge redemption plans in parishes that struggle with a 50% or more redemption rate. We hope this additional staffing resource will translate in increasing the cash for the parish projects. During the month of December, we met with 5 parishes which resulted in an agreement to contact lapsed

donors which is the first step to successful pledge redemption. We need YOU in making pledge redemption successful serving as a gentle reminder to the parishioners to fulfill their well-intended obligations. During the next 3 months (Feb – Apr) we will focus on our pledge redemption strategy to meet with 40 parishes that will benefit most from increased pledge redemption and create an overall partnership to foster success in current and future campaigns within all parishes throughout the archdiocese.

With warm regards and wishing you many blessings in the new year,

Bettina



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MEMORANDUM

TO: Reverend Monsignor Joseph P. LaMorte  
FROM: Bettina Alonso *BA*  
DATE: February 10, 2020  
SUBJECT: Vicar General Mailing

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Dear Monsignor LaMorte,

Attached is our proposed Vicar General Mailing for February. We need to turn this in to Mary Meade by the end of business today, but as always, please feel free to let us know of any changes you would like to make.

Thank you.