



DEVELOPMENT OFFICE
ARCHDIOCESE OF NEW YORK

May 2019

Dear Pastors,

After over three years of fundraising, we are finally in the last stages of the *Renew + Rebuild* capital campaign. **Thanks to each one of you**, we have had great success to date, raising over \$237 million on our overall \$200 million goal!

The Pilot through Block IV parishes have raised a combined \$174.4 million and cumulatively surpassed their aggregate goal. Our Final Phase parishes have raised over \$11.5 million so far and will continue campaign activity over the next several months. The success of *Renew + Rebuild* is the result of your hard work and dedication, as well as the incredible personal and financial commitments from your parishioners and volunteer teams.

Throughout the course of the campaign, we have learned a great deal, much of which has come from your feedback and from the input of your lay leaders. Some of the strategies that have worked particularly well include:

- 20-25 one-on-one solicitation visits between the pastor and his parishioners, which allows you to solicit in a personal way, but more importantly, to build or deepen a relationship with your flock
- Recruitment of a dynamic campaign executive committee to help with soliciting the next tier of givers within the parish
- Observation of the campaign timeline and public announcement at 50-65% of goal
- Follow-up with parishioners post-solicitation to close the gift and thank them appropriately
- Submission of accurate parish data, which helps the Development Office to recommend ask amounts based on giving history

You've also shared with us some opportunities for improvement, including:

- Provide clearer expectations of time commitment and more realistic campaign timelines
- Continue to offer flexibility and tailored approaches outside the essential elements of the campaign plan
- Improve the parish list update process during the preparation stage of the campaign

I am truly amazed at all that has been accomplished in just three years, and I thank you for your collaboration on this tremendous project! But our work is not yet finished, as we begin to focus more on redeeming the pledges that have been made throughout *Renew + Rebuild*.

As you know, we offer parishioners the option to make one-time gifts, as well as pledges that are redeemed over a period of one, two, three, four, or five years. 75% of *Renew + Rebuild* supporters choose the full five-year pledge option. Although 85% of our *Renew + Rebuild* donors are currently keeping up with their pledge payments, some are falling behind, and

targeted approaches such as personal phone calls, hand-written letters, and campaign updates from the pulpit can go a long way toward maximizing pledge redemption efforts.

So far, \$32.5 million has been disbursed to parishes to work on their capital projects, and outreach to donors falling behind on their pledge payments is critical in making sure that parishes receive the funds necessary to complete these improvements.

As a resource to you, the Development Office sends regular pledge redemption updates and invoices and mails parishioners who have pledged to the capital campaign. We also hope that you rely on your *Appeal* campaign managers for additional support, as well as our fully-dedicated pledge redemption staff member, whom you can reach at (646) 794-3272.

In addition to pledge redemption, other campaign-related events and activities will take place this year and over the next several years. On June 20, 2019, His Eminence will host a Mass and reception at St. Joseph's Seminary in gratitude for the pastors and donors who are supporting parish improvement projects and the archdiocese through *Renew + Rebuild*.

Even once the last parish has run *Renew + Rebuild*, we intend to hold one event and release an annual newsletter in order to highlight and celebrate the completion of critical projects that the *Renew + Rebuild* campaign has made possible. This will allow us and you to provide ongoing updates to your parishioners about parish projects, as well as open pledges.

As always, I **thank you** for your service to the people of God here in the Archdiocese of New York. Please know that I am always available to you on my office line (646) 794-3393 or on my cell phone number (646) 251-0045, or by email at Bettina.Alonso@archny.org.

Sincerely yours,

A handwritten signature in black ink that reads "B. Alonso". The signature is written in a cursive style with a horizontal line underneath the name.

Bettina Alonso
Executive Director of Development