




THE CAMPAIGN

A campaign is a carefully planned and executed program to raise extraordinary gifts to meet a clearly defined need within a fixed period of time. Organizing and conducting a campaign is one service that the Office of Development and Planning offers parishes, schools and organizations of the Catholic Diocese of Columbus.

A campaign director from our office will support and guide the pastor and parish leadership through every phase of the campaign. We remain faithful to the best practices and guidance offered by the USCCB's Pastoral Letter, "Stewardship: A Disciple's Response". A parish campaign is an act of stewardship based on a fundamental belief that sacrificial giving is an act of gratitude and faith in God.

As with any activity in the parish, the campaign should not just be about new buildings, repairing roofs, or fund raising. This effort should also be an opportunity to:

-  Deepen the faith commitment of the parish community.
-  Fortify the parish community.
-  Deepen the sense of stewardship among the parish community.

So how do you **prepare** for a campaign?

- 1.** Under the guidance and leadership of the pastor, begin to develop in writing a preliminary description of the project being considered along with its rationale.
- 2.** Communicate with the Office of Development and Planning for approval procedures and diocesan guidelines. It is a requirement of our diocese that a parish or school must first receive the blessing of our Bishop in order to proceed forward with a campaign.
- 3.** Consult with the Parish Pastoral and Finance Councils and obtain initial pastoral approval in writing from the Bishop.
- 4.** Select the Campaign Committee to work with a director from the Office of Development and Planning to begin preparing the parish for a successful campaign.

 *All steps and activities in planning or conducting any fund raising effort in the parish should be considered only after permission from the pastor has been granted.*

COMPONENTS OF A SUCCESSFUL CAMPAIGN ROOTED IN STEWARDSHIP.



FOUR (4) PHASE FUND RAISING PLAN

PREPARATION PHASE

FEASIBILITY STUDY
MATERIALS DEVELOPMENT

ACTIVE PHASE

QUIET/ LEADERSHIP SOLICITATION PHASE
GENERAL SOLICITATION PHASE

FOLLOW UP PHASE

REDEMPTION PHASE



The Office of Development and Planning staff is well experienced and well informed of the best practices guided by the USCCB's Pastoral Letter, "Stewardship: A Disciple's Response". A director will support and guide the pastor and parish leadership through every phase of the campaign. *For more information or to schedule a meeting, call 1-877-241-2550, or by email contact: Andrea Pannell, Moderator apannell@columbuscatholic.org.*