

## Minutes

### Joint Meeting of:

St. Patrick Parish Pastoral Council, Finance Council and Development Group

November 29, 2011

**Present: Father Gene, Father John, Teresa Cameron, Joy Case, Ron Daulton, Ed Hanson, Nini Milbrath, Roger Pelzel, and Heidi Young;**

**Sam Cari, Steve Bates, Ed DePauw, Brian Huffman, Barb Kaiser, Therese Mitchell;**

**Kim Burns, Curt Carey, Larry Mitchell, Dick Schmitz, Lance Whitacre, Claire Zajac;**

**Terry Bogenhagen, Larry Huiras, Mary Piasecki, Cathy Smolinske, Dan Schwab, Mark Sturino, Howard Cameron, and Phyllis Koss**

**Absent: Shawn Schmidtknecht**

The meeting was called to order by Chair Ron Daulton at 7:01 PM

The Gospel for the 2<sup>nd</sup> Sunday in Advent was read, reflected upon and briefly discussed and then Father John led the group in prayer

1. The minutes from 10/25/11 were approved as written
2. Deacon Howard asked for help with hospitality at the Ministry Fair next weekend (December 3<sup>rd</sup> and 4<sup>th</sup>)
3. Tom Kroll is asking for Ron's signature on document asking permission to join the diaconate program.
  - He has supporting letters from other members of parish and staff
  - Signature from PC chair indicates that the Pastoral Council approves and supports the Permanent Diaconate program
4. Conceal & Carry as applied to St. Patrick Church
  - WI Bishop's letter about conceal and carry
  - Re posting signs: can be held liable if something happens though the insurance carrier has indicated they will provide coverage
  - Further discussion at January meeting
5. Development Committee Report:
  - Meeting goal – so all (PC / FC / Development) know where committee is and what is needed to move forward
  - All need to be on board with objectives
  - Overview
    - Usually think of money, fund raising when Development is mentioned
    - Really about relationships / building community
    - Committee is really keyed in to the relationship component
    - Non Profits need to have a 'development effort' every 5 to 7 years or not really growing
    - There is a sense that love for the parish is growing – the vital first step in development
    - Parishes – those with schools need to look at:
      - Endowment
      - Alumnae
      - Planned giving
      - Capital Campaign – give people the **opportunity to support** the parish
  - Costs to do Development work
    - Hire firm or do internally
    - Helps to grow as a community and spiritually

- Diocese is looking to do a Capital Campaign
- Need to know what other organizations in the area are doing
- Pastor is the first to be asked to contribute
- Have to be able to say
  - 100% of X have participated
  - All are on board
  - Unity in the message
  - Look at planned giving
- Development Director provides leadership, guidance but WE ask for money
  
- Development / Capital Campaign
  - Need to educate ourselves on what a Capital Campaign looks like
  - People will give if they trust their money will be used responsibly and appropriately
  - Needs assessment prepared by church leaders – not just financial needs
  - Focused on FOUNDATION (refer to slide #6 in your packet)
  - Next is TRANSFORMATIONAL part of the process – have to have a key message
  - What does a Campaign look like? (Not ready to make decision yet as to whether one will happen or not but need to do preliminary steps)
  - Phases
    - In preliminary or exploratory phase
    - Feasibility – needs to involve interviews (can be done internally or hire a firm)
    - Identify & recruit leaders
    - Cultivate lead gifts
    - We have X% of our goal
    - Create path to follow to success
    - Public campaign very intentional
    - Updates integral
    - COMMUNICATION

**QUESTION:**

**Assess whether we can do this internally – still will cost money**

**Terese Mitchell: What is the money to be used for? Retire debt? Daily expenses?**

**Who will be approached? Active people, or those who haven't shown up for years?**

**Debt reduction is not generally successful (get rid of debt to get on to more important things?)**

**Might work in this instance at St. Pats – interview larger donors to see what they see as a goal – often then the gift grows!**

**Roger – build community – say what we provide FIRST so people become passionate about being involved at St. Pat's**

**Keep in mind points of slide #5 in your packet**

- **Capital Campaign is an integral dimension of a larger Stewardship Message**
- **We must keep the Parish Mission central to any Development effort**
- **A capital campaign will require parish wide commitment and support**
- **Development is a PROCESS**

- St. Patrick Parish Financial Update and Overview
  - Giving is up
  - \$54,000 ahead of same time last year
  - \$26,077 amount need each week to meet expenses
  - \$113,000 monthly – we are presently meeting this goal
  - Picnic income: \$62,669 from 57 contributors
  - Banks don't like to loan to parishes – don't want to foreclose on local church
  - Wish list – raise for parish employees (3 years since they have received increase) 1% = \$1200 monthly
  - Expenses are fairly flat presently
  - Giving trends are heading in the right direction
  
- Development Committee Update
  - Committee formed in 2009
  - Team of dedicated key parishioners
  - Trust & Transparency challenge at the Town hall with Bishop Christiansen
  - Father Gene's leadership has been vital / invaluable
  - Need Communication
  - Important to Thank volunteers and givers
  - Financial credibility
  - Adding Mary Piasecki and Larry Huiras to the committee was critical for what is necessary for Development
  - Top 100 givers contribute 50% of our income
  - Need to have a plan for consistent messaging
  - Need to reach the larger parish
  - Mary Pat – mini Olive Branch to distribute on Christmas Day
  - Communication may be better than people actually think or recall – can send out / announce / but can't make people assimilate or remember
  
- Next Steps – Development Committee
  - Develop situation description & list of questions for firms that will be interviewed
  - Develop needs assessment
  - Review and Share previous SWOT
  - Reconnect with PC / FC at the February meeting
- Next Steps – Parish Council / Finance Council
  - Begin sharing educational readings (will be sent via email to committee members)
  - Participate in needs assessment
  - Define roles and responsibilities

## FEEDBACK

- When will the parish as a whole be informed about a Capital Campaign?
- Have to talk about the how of this for Stewardship message
- If we are going to do a Capital Campaign it should begin before the diocesan one
- Parish needs to feel good about our image
- Culture of giving needs to be established parish wide
- Father John: Capital Campaign not something a new pastor would normally do as a first step but the need is great. Could keep going without for a time but he senses energy in the parish that is very good.
- Those who do come to church, very devoted to parish
  - attendance has declined – 'troubles' here but inactive Catholics are the 3<sup>rd</sup> largest religious group in the US

- Need to work on a plan – What do we do / provide that makes people want to come – advertise it / exploit it
  - Focus for those who never come -don't ask for anything ask what it would take for them to come – once a month – treat in a separate way PC work on this how do we 'lock them in' when they do start to come back
  - how do we engage people in the life of the parish?
  - what are other ways to get people involved?
  - needs investing
  - Who else should be involved 'discover' talents in the parish that are not being used
- In the works:
    - FAQ
    - Common Logo across entire parish (church / school / FF)
    - Pay attention to and capitalize on the common themes that came out at the picnics (see slide # 16 in your packet)

**The meeting was adjourned with prayer led by Father Gene at 9:30 PM**

**Next meeting January 24, 2012**

**Respectfully submitted, Phyllis Koss, recording secretary**