

Saint John Neumann
Campaign Frequently Asked Questions
First in a Series
Summer 2018

CAMPAIGN DECISIONS

What is status of the campaign?

Upon extensive deliberation and prayer related to findings of SJN's comprehensive campaign study, our parish leadership, campaign study committee and finance council have reached unanimous agreement in recommending that SJN move forward with a comprehensive campaign.

What does the diocese think about moving forward with a campaign?

Father Greg presented this recommendation to the diocese and has received Bishop da Cunha's blessing and support, as well as approval to proceed from Kevin Kiley, Chief Financial Officer and Chancellor.

What will be achieved through this campaign?

Our campaign will focus on realizing the following priorities described in our campaign study case for support and rated as "important" to "urgent" by those participating in the campaign planning study:

1. Physical improvements to our campus:
 - a. renovation of Neumann Hall to a standard that corresponds to the dignity and beauty of the church and which will allow us to further our ministry well into the future
 - b. parking lot enhancements to enhance safety and access for all parishioners, especially those with mobility challenges
 - c. expansion of church restrooms to lessen anxiety of those who formerly may have limited their participation due to concerns about restroom accessibility
 - d. enclosed church-hall connector to provide protected, comfortable and easy access for all
 - e. new church cooling system that will allow us to maintain a comfortable, energy-efficient environment in which we can worship
2. Creation of a sacred resting place for the cremated remains of our parishioners and their loved ones (Columbarium)
3. Development of a Youth Ministry Program

What is the campaign goal and duration?

\$2,250,000 over a three year period.

At what financial level will construction projects be started?

Parishioner support of our festival and annual building appeals has contributed to a healthy balance in SJN's Building Fund which will allow us to commence campaign-related construction projects in the Spring 2019. We also have the opportunity to receive a short-term "bridge loan" from the diocese that will allow us to realize the cost-savings of completing all construction projects at once vs. in a phased approach. The diocese has made this offer based on:

- our past and present responsible management of parish finances
- our track record in satisfying past debt obligations
- the strength and growth of our parish
- its confidence that we will reach our campaign goal and thus be positioned to satisfy any loan obligation within the next three-five years

Our parish family has strongly expressed that being debt-free is a source of deep pride and that remaining debt-free must remain a priority. Therefore, it is critical to raise the full amount needed to fund our transformational vision, replenish our building reserve fund and repay any short-term borrowing we may incur.

CAMPAIGN STRUCTURE

How will the campaign be structured?

Our fundraising consultant, Onward Outward Group, will continue to partner with SJN, both strategically and hands-on, to ensure our campaign approach is aligned with practices proven over time to make a substantial difference in church campaign results. These practices include:

- a volunteer Campaign Steering Committee of parishioners who will lead the planning and implementation of the campaign
- development and implementation of a detailed campaign plan and timetable
- a phased approach that includes an organizational phase, leadership phase and general phase (details on each phase will be shared following the finalization of the campaign plan and timeline)
- a request for the largest gifts first (leadership giving) to ensure the campaign gets off to a strong and successful start
- a focus, to the greatest extent possible, on a highly personal approach where specific, sacrificial gifts are requested, through personal visits

Who are members of the Campaign Steering Committee?

Members include parishioners who:

- indicated an interest in serving on this committee prior to and/or during the campaign study
- were recommended by fellow parishioners for their leadership
- have fundraising experience
- represent different generations of families within the parish

What other volunteer opportunities are available if I wish to become involved?

Since it will take a village to ensure the success of this transformational effort, there will be many opportunities to help! We hope to inspire parishioners to share their time and talent as members of a number of subcommittees to be formed over the duration of the campaign.

Campaign Steering Committee Co-Chairs

Jamie Cody and John Laronda

Campaign Steering Committee Members

John Bastoni, Holly Hill-Batista, Becky Couet, Bill and Pam Dziura, Fr. Furlong, David and Dawn Michael, Jeff Miller, Brad Pineault, John Racine, Sue Silva, Fred Tuffile, Chet and Cindy Ziewacz

What are the next steps for the campaign?

The following steps will be taken over the next 90 days:

- hold Campaign Steering Committee kick-off/orientation meeting and monthly planning meetings
- develop campaign plan, timeline, communication materials, policies and internal infrastructure
- host a series of listening sessions to share details and answer questions about the campaign and its related projects

When will you ask for a commitment to the campaign?

Because it is important to provide you with a comprehensive presentation of the campaign case and invite your participation in a manner which best fits with your interests and ability, our intent is to personally meet with as many parishioners as possible. Therefore, our appeal will take place in phases, beginning in the Fall of 2018 with leadership giving and continuing through 2020.

How will the campaign impact annual stewardship appeals?

The need for continued giving to our annual appeals will remain critical to supporting parish operations and programming. Over the campaign period, we will provide clear and ongoing communication on the distinct needs to be met through both your annual and campaign support.

COMMUNICATION

How will you keep us updated on the progression of the campaign and its related projects?

Over the duration of the campaign, we intend to provide robust and frequent communication through multiple channels to ensure you are well informed about the what, when, where, why and how of the campaign and its related projects. These efforts also aim to provide parishioners ample opportunity to ask questions and offer feedback. Our communication approach will include:

- a series of listening sessions at SJN to begin this summer
- a dedicated campaign/project link on SJN website to be updated regularly
- updates through SJN social media outlets
- updates in the parish bulletin and through campaign-specific publications
- small gatherings, hosted by parishioners in their homes
- personal visits from parish leadership and/or members of the steering committee
- updates from the pulpit

Of course, you may reach out personally to parish leadership and/or members of the Campaign Steering Committee should you have an immediate question or desire to share feedback.

PROJECT RELATED

Who will be responsible for managing the construction projects?

SJN parishioner, Richard Troland, has been retained as general contractor. With advisement from parishioners who have experience and knowledge in the building trades, Fr. Greg and Diane Whelan will provide administrative oversight to ensure the project remains on time and budget.

What will our new Youth Ministry Program will look like?

Because it is important to develop a program that both aligns with Church teachings and is tailored to the unique needs of our parish and community, we have established a task force to lead the effort to research and design this program. The task force will be co-led by Fr. Greg and Fred Tuffile, who will serve as chair. Members will include Lisa Johnson, Confirmation Program Coordinator, parishioners with Faith Formation experience and engaged parents. The task force will research the best models of innovative youth ministry and Confirmation preparation operative in the Church and evaluate the implementation of such at St. John's in order to more deeply engage our youth. Regular updates on these efforts will be provided in our ongoing campaign communications.

What will be featured in the next issue of Campaign FAQs? When will it be released?

Our next issue will be released in early October and will address emerging questions related to the following:

- Status of Campaign: plan and timeline
- Project Updates: construction and youth ministry
- Listening Sessions: responses to questions and feedback offered during summer sessions
- Ways to Help: time and talent

