



FACTS ON PHILANTHROPY

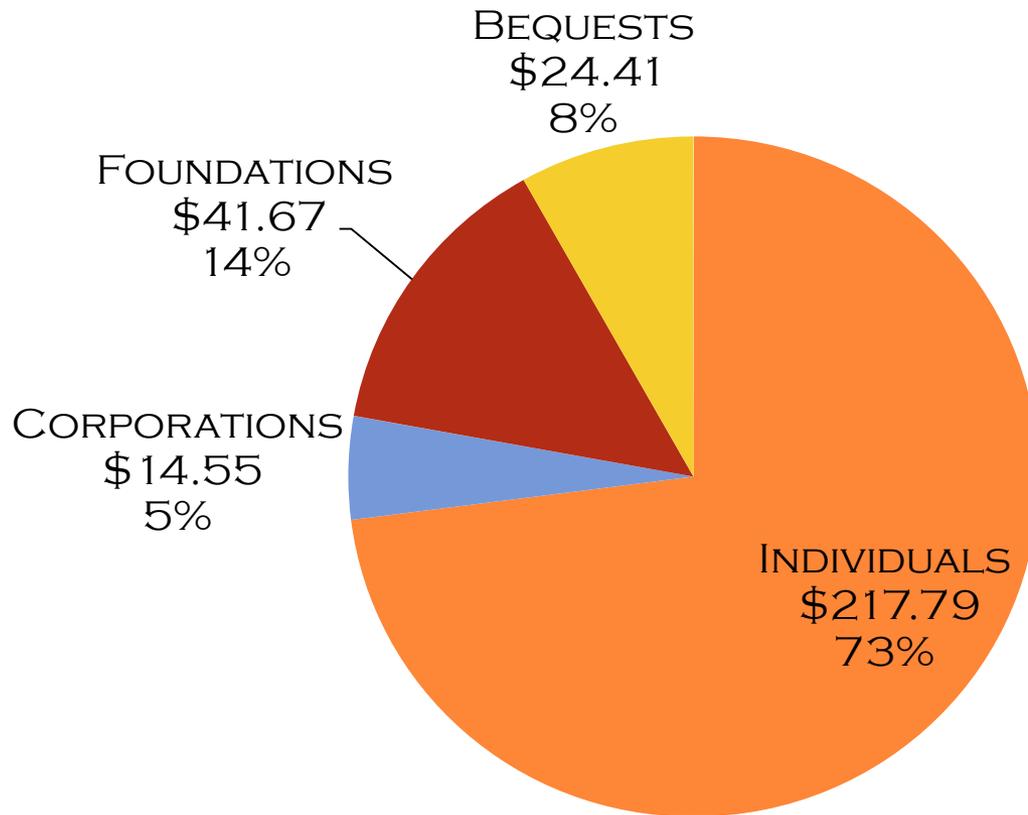
BUSINESS MANAGERS WORKSHOP

OCTOBER 18, 2012

PHILANTHROPY BY SOURCE

WHO ARE THE DONORS?

2011 CONTRIBUTIONS: \$298.42 BILLION BY SOURCE OF CONTRIBUTIONS
(\$ IN BILLIONS – ALL FIGURES ARE ROUNDED)

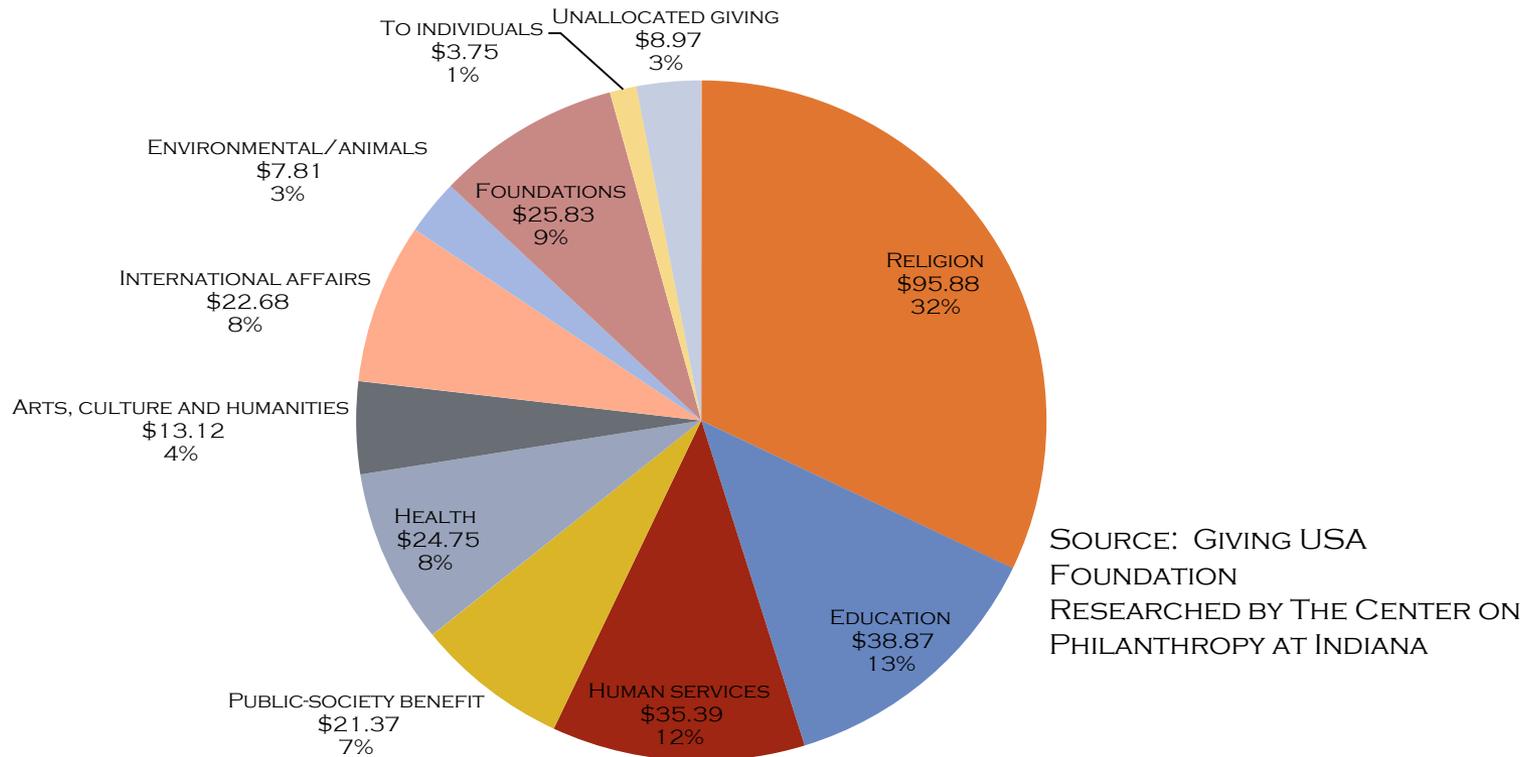


SOURCE: GIVING USA
FOUNDATION
RESEARCHED BY THE CENTER ON
PHILANTHROPY AT INDIANA
UNIVERSITY

PHILANTHROPY BY RECIPIENT TYPE

WHERE ARE THEY GIVING?

2011 CONTRIBUTIONS: \$298.42 BILLION BY TYPE OF RECIPIENT ORGANIZATION
(\$ IN BILLIONS — ALL FIGURES ARE ROUNDED)

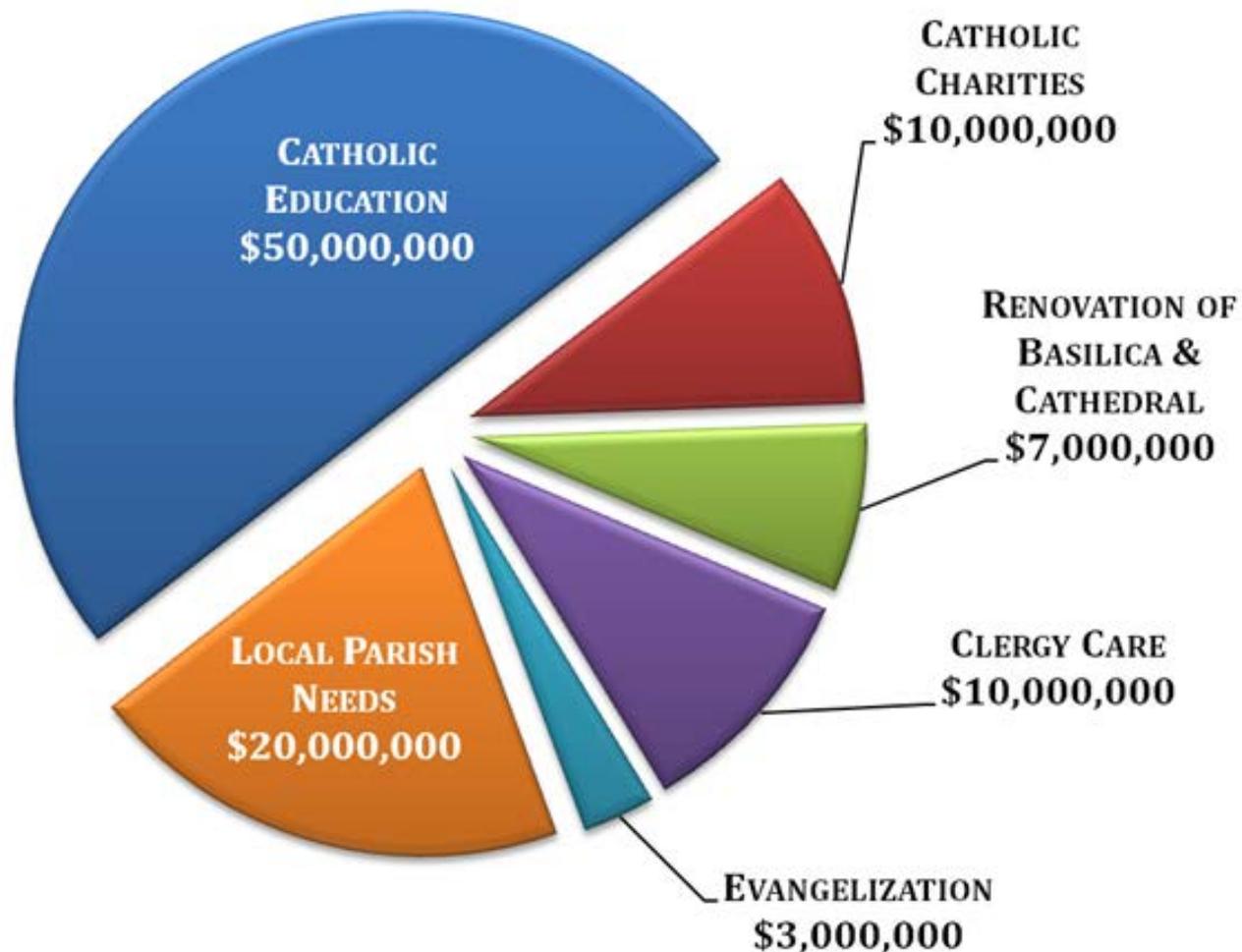


FACTS ON PHILANTHROPY

- EMBRACING OUR MISSION ~ SHAPING OUR FUTURE CAPITAL CAMPAIGN
- ARCHBISHOP'S ANNUAL APPEAL
- OFFERTORY PROGRAMS

EMBRACING OUR MISSION ~ SHAPING OUR FUTURE

\$100 MILLION MINIMUM GOAL



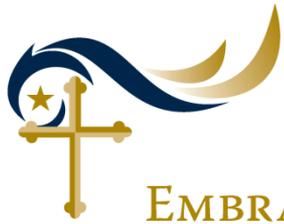


EMBRACING OUR MISSION

Shaping Our Future

WHAT YOU CAN EXPECT

- PRE-CAMPAIGN/PLANNING
- ACTIVE CAMPAIGN
- POST CAMPAIGN



EMBRACING OUR MISSION

Shaping Our Future

WHAT'S NEW!

- ON-LINE GIVING
- CAMPAIGN WEBSITE AND UPDATES
- EFT TO COME SOON

OFFERTORY PROGRAMS

WHAT'S NEW!

- NEW MATERIALS
- NEW THEME, OUR PARISH ~
OUR PEOPLE
- CUSTOMIZE YOUR MATERIALS
- STREAMLINE PRODUCTION OF MAILINGS
- SHARE YOUR EXPERIENCE/IDEAS
- DEVELOPMENT WEBINAR



ARCHBISHOP'S ANNUAL APPEAL

WHAT'S NEW!

- TRAINING, TRAINING, TRAINING – ARCHBISHOP LORI WILL BE THERE TO THANK PARISH STAFF AND VOLUNTEERS
 - SPANISH SESSION, CATHOLIC CENTER, JANUARY 8TH AT 7:00
 - OUR LADY OF THE MOUNTAINS, ST. PATRICKS, CUMBERLAND – JANUARY 14TH AT 12:00
 - HOLY FAMILY CATHOLIC COMMUNITY, MIDDLETOWN – JANUARY 14TH AT 7:30
 - THE CATHOLIC CENTER – JANUARY 15TH AT 12:00
 - ST. ELIZABETH ANN SETON, CROFTON – JANUARY 15TH AT 7:30
 - CHURCH OF THE RESURRECTION – JANUARY 16TH AT 7:30
 - ST. JOSEPH, FULLERTON – JANUARY 17TH AT 7:30
- PILOT OF CUSTOMIZED CASE STATEMENT
- USE MYARCH TO SEND PARISH SHARE AND COMMITTEE INFORMATION, ORDER MATERIALS, REGISTER FOR TRAINING
- IMPROVED DATA SHARING BETWEEN PARISHES AND DEVELOPMENT

ARCHBISHOP'S ANNUAL APPEAL

IMPORTANT DATES

DECEMBER 2012

- DECEMBER 15-16TH (*SATURDAY AND SUNDAY*)
 - 2012 AAA CLOSING TABLOID TO BE INSERTED IN ALL PARISH BULLETINS
- DECEMBER 31ST (*MONDAY*)
- INITIAL DIRECT MAILING IS SENT OUT

JANUARY 2013

- JANUARY 5-6TH (*SATURDAY AND SUNDAY*)
 - **PARISH BULLETIN AND PULPIT ANNOUNCEMENTS BEGIN**
- JANUARY 7-11TH (*MONDAY-FRIDAY*)
 - **DELIVERY OF MATERIALS TO PARISHES AND FATA**
- JANUARY 14-19TH (*MONDAY – SATURDAY*)
 - **TRAINING SESSIONS**
- JANUARY 23RD (*WEDNESDAY*)
 - **OPENING TABLOID TO FATA AND CATHOLIC REVIEW**
- JANUARY 26-27TH (*SATURDAY AND SUNDAY*)
 - **ANNOUNCEMENT WEEKEND**

ARCHBISHOP'S ANNUAL APPEAL IMPORTANT DATES, CONTINUED

FEBRUARY 2013

- FEBRUARY 2-3RD (*SATURDAY AND SUNDAY*)
 - **COMMITMENT WEEKEND**
 - IN-PEW PLEDGE PROCESS OCCURS IN ALL PARISHES
 - IN-PEW PLEDGE ENVELOPES SHOULD BE SENT TO THE DEVELOPMENT DEPARTMENT DURING THE WEEK OF FEBRUARY 4-8TH FOR PROCESSING

- FEBRUARY 9-10TH (*SATURDAY AND SUNDAY*)
 - **FOLLOW-UP WEEKEND**
 - IN-PEW PLEDGE PROCESS OCCURS IN ALL PARISHES
 - IN-PEW PLEDGE ENVELOPES SHOULD BE SENT TO THE DEVELOPMENT DEPARTMENT DURING THE WEEK OF FEBRUARY 11-15TH FOR PROCESSING